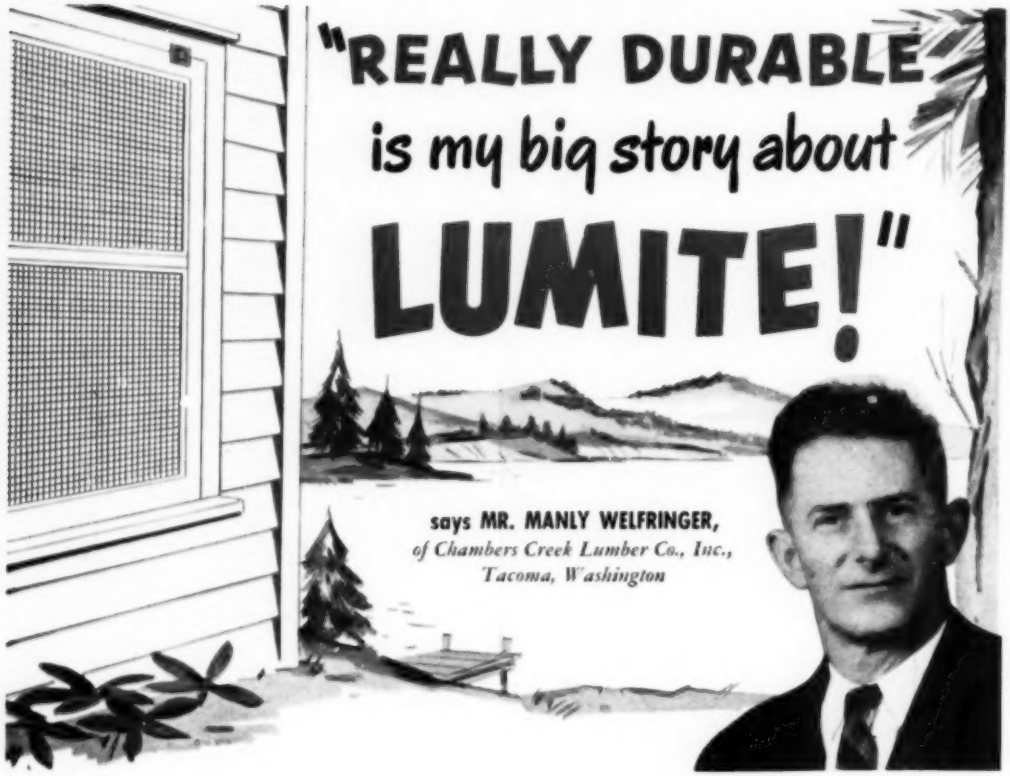
Southern
HARDWARE
JANUARY, 1952
Including the SOUTHERN FARM EQUIPMENT section





You too will *sell* more when you *tell*

THE BIGGEST STORY IN SCREENING!...



RUSTPROOF!

Lumite screen cloth can't rust, rot or corrode! Never needs protective painting! Won't stain sills or side-walls! Stronger, longer-lasting! Ideal for exterior use!

BACKED BY THE BIGGEST ADVERTISING CAMPAIGN IN THE INDUSTRY!

"It takes durable screen cloth—LUMITE screen cloth!—to stand up to rugged climate, like ours out here in the Northwest.

"Our weather keeps changing from day to day—from rainy to sunny to foggy and back—and there's plenty of moisture, plenty of wetness.

"That's why LUMITE, with its great *rustproof* story, is so right at home—so right *for* homes—in the Northwest.

"That's also why, ever since I first became a LUMITE dealer, I've sold more LUMITE every year than I did the year before!"

Guaranteed by Good Housekeeping

LUMITE*

SARAN SCREEN CLOTH

*Registered trade-mark

LUMITE DIVISION, Chicopee Mfg. Corp. of Georgia
40 Worth Street, New York 13, N. Y.

SOUTHERN HARDWARE is published monthly at 116 E. Crawford St., Dalton, Ga., by W. R. C. Smith Publishing Company, Dalton and Atlanta, Georgia, U. S. A.
Subscription price in United States and possessions, $1.00 per year.
Entered as second-class matter at the post office, Dalton, Georgia, under the Act of March 3, 1879.
Volume 121 Number 1

Farm-Proved FENCE with Sales Appeal





"There's no use working up your appetite, Reddy. It's Bethlehem Fence."

This cartoon advertisement is typical of our campaign in regional farm magazines.

- √ Tightly wrapped hinge joints . . . for long, hard service
- √ High-quality zinc coating . . . wards off rust and corrosion
- √ Tough, full-gage wires . . . for strong, permanent fencing
- √ Springy tension curves . . . that keep fence tight and trim in all seasons

Here's top value in farm and poultry fence. Husky in every detail of its construction, Bethlehem Fence has a big appeal to farmers. Invite them to give it close inspection . . . they'll see for themselves that it's built to give years of faithful service. And remember to ask your jobber about Bethlehem fence posts, barbed wire, and the other quality steel products shown below.

BETHLEHEM STEEL COMPANY, BETHLEHEM, PA.

On the Pacific Coast Bethlehem products are sold by Bethlehem Pacific Coast Steel Corporation. Export Distributor: Bethlehem Steel Export Corporation



BARBED WIRE



FENCE POSTS



CLOTHES LINE



BALE TIES



AUTOMATIC BALER WIRE





NAILS AND STAPLES

We TELL— with Millions of PENNSYLVANIA Advertising Messages



● Popular magazines with twelve million circulation will carry more than 50 million selling messages on Pennsylvania Lawn Mower during the first half of 1952.

● Many of your own customers will be reminded that Pennsylvania is the quality mower—the best mower to buy for the years to come. These ads will tell them to look for the store that carries Pennsylvania mowers.

PLUS POWERFUL PROMOTION MATERIAL

● You're not all on your own when you feature Pennsylvania Quality Mowers. We help you tell your customers how good they really are. We help you sell with:

WINDOW STREAMERS • WALL POSTERS • FEATURE TAGS • PRODUCT FOLDERS • OPERATING MANUALS • "HOW TO CHOOSE A LAWN MOWER" BOOKLET • EASY-TO-USE PRICE LISTS

Pennsylvania provides you with material that helps you sell quality lawn mowers.

You SELL PENNSYLVANIA Lawn Mowers

● "Old pals"—"That's about the best way to describe a user and his PENNSYLVANIA LAWN MOWER. Year after year a Pennsylvania continues to cut grass in the same smooth way. A lot of old, very old lawn mowers bear this proud Pennsylvania name which is your guarantee of the best lawn mower that you can sell.

Check with your wholesaler today for the supply is limited by allocation.

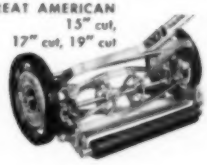


PENNSYLVANIA POWER MOWER
18″ cut, 21″ cut

Patent Pending

THE PLM LINE INCLUDES:

GREAT AMERICAN
15″ cut,
17″ cut, 19″ cut



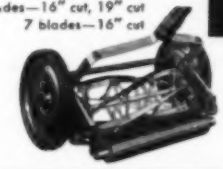
PENNA-LAWN
16″ cut



PENNSYLVANIA, JR.
10″ wheels—17″ cut
8″ wheels—
16″ cut, 18″ cut



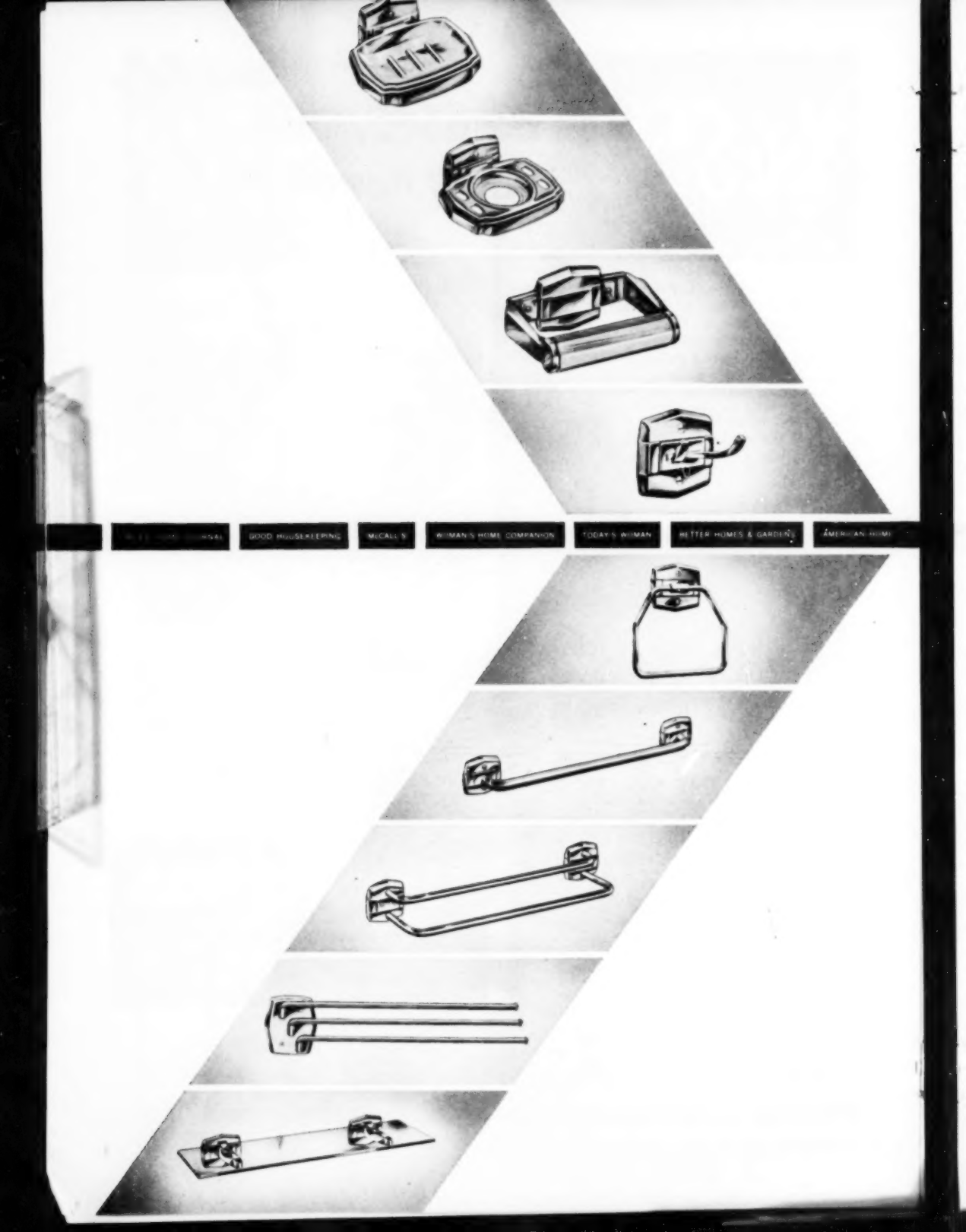
METEOR (ALUMINUM)
5 blades—16″ cut, 19″ cut
7 blades—16″ cut





PENNSYLVANIA TRIMMER AND EDGER

PENNSYLVANIA
QUALITY LAWN MOWERS SINCE 1877
PENNSYLVANIA LAWN MOWER DIVISION
AMERICAN CHAIN & CABLE
Bridgeport, Conn. · Camden, N. J.
ACCO


GOOD HOUSEKEEPING
McCALL'S
WOMAN'S HOME COMPANION
TODAY'S WOMAN
BETTER HOMES & GARDENS

Autoyre Fairfield—one of Autoyre's complete matched lines—designed, priced and nationally advertised to attract more and more women to your bathroom and kitchen accessory counters:

5000 Wall Soap Dish—Packed ½ dozen per carton; shipping weight, per dozen, 6 lbs.

5004 Combination Tumbler & Toothbrush Holder—Packed ½ dozen per carton; shipping weight, per dozen, 6 lbs.

5006 Robe Hook—Packed ½ dozen per carton; shipping weight, per dozen, 3½ lbs.



5009 Toilet Tissue Holder—Packed ½ dozen per carton; shipping weight, per dozen, 6 lbs.

5010 Towel Ring—Packed ½ dozen per carton; shipping weight, per dozen, 5½ lbs.

5011 18" Towel Bar—Packed ½ dozen per carton; shipping weight, per dozen, 14 lbs.

5014 Twin Towel Bar—Individually packed in illustrated gift carton; shipping weight, per dozen, 24 lbs.

5017 24" Towel Bar—Packed ½ dozen per carton; shipping weight, per dozen, 17 lbs.

5018 Glass Shelf Unit—Individually packed in illustrated gift carton; shipping weight, per dozen, 34 lbs.

5019 All Purpose Rack—Packed ½ dozen per carton; shipping weight, per dozen, 7 lbs.

5028 Shelf Brackets—Packed ½ dozen pair per carton; shipping weight, per half dozen, 6 lbs.

Autoyre SINCE 1903

MANUFACTURERS OF AUTOYRE FAIRFIELD AND OTHER MATCHED ACCESSORIES FOR BATHROOM • KITCHEN • CLOSET

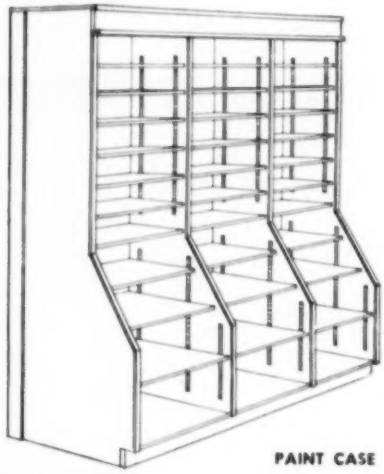
For a preview of new Autoyre developments, stop at **BOOTH 380.**

Some Frank Information About Building Store Fixtures Yourself!

"Can I build my own store display counters and fixtures?"

This question periodically comes up in the minds of some hardware dealers who are planning modernization. The answer is "yes" you can, but whether you should or not is an entirely different story.

Many retailers are under the impression that the cost of ready made fixtures is high. Without investigation they assume factory-built units are priced out of reach. Actually in the case of Streater built fixtures this is not true. But let's dig into facts for the real picture. Take a specific example. Say that you are interested in building a paint case, one of the easiest units to build yourself. First, determine the lumber necessary for such a cabinet.



PAINT CASE

This is what you'll need:

3—2x4-8 No. 1 Select Fir
1—2x6-8 Clear Soft Maple
30 lf. 1x2 Hard Maple Nosing
32 lf. 1x1 Hard Maple
1—1x4-16 Clear Soft Maple
1—1x6-8 Clear Soft Maple or Pine
6 Fir Panels ¾-48x96 AA Exterior, Resin Sealed
3 Gum Panels ¼-36x96 Good 1 Side
72 ft. Metal Shelf Standard KV No. 255
120 Shelf Clips KV No. 256
8 ft. Weldtex Plywood ¼x6"

To check lumber cost we asked one hardware dealer to obtain costs from his or any lumber dealer he desired on the above requirements. He contacted a number of lumber dealers and the lowest price on material for this paint case was $127. This was for lumber only and DID NOT include nails, glue or screws.

Don't take our word for it, check these lumber costs in your own community. Your state association sells this Streater unit ready for painting at only $134. This price also includes half of the freight charges and the guidance of experienced association store engineers. Now, is it worth spending two days building this case yourself to save $7? Because many items are not handled by local lumber yards, in building home made fixtures, it is often necessary to substitute soft pine or fir in place of hard maple and to substitute lower grades of plywood for water proof resin sealed fir and hardwood plywoods.

This is just one example to show that whether you build it yourself or buy from Streater, the cost is practically the same. The same, that is, unless you place a value on your time.

Now why are these prices so low? Here is why. Your hardware associations throughout the country are pooling their fixture requirements enabling Streater Industries to give you these advantages.

1. **Streater Industries buys fine resin treated fir plywood in large quantities and in special sizes that eliminate cutting waste. These extraordinary savings more than offset the labor cost of building the fixtures.**
2. **Streater has the finest skilled craftsmen, all specialists in making hardware store fixtures.**
3. **Volume production permits the use of specially designed jigs and machines, making the labor costs only a fraction of what they would be with ordinary hand methods.**

Equally important is the fact that association engineers are in the field constantly testing new designs, evaluating new merchandising methods and how it effects fixture display utility.

Maybe building your own fixtures will be fun and give you a certain pride, but think how much more valuable this same time can be used in developing new promotion plans, new merchandising methods, waiting on customers (or just goin' fishin'.)

If you're planning to modernize your entire store or merely add an island display, contact your retail hardware association. An engineer will come to your store and give you unbiased advice. He will help you determine whether it will be better to use Streater-built unfinished fixtures or whether your greatest savings will be realized by using the finished fixtures complete with the association merchandising service. Only members of state hardware associations are entitled to these savings.

Streater INDUSTRIES, INC.
SPRING PARK, MINNESOTA

FOR POWER MOWERS YOU CAN *REALLY* SELL

Kenmar

ROTARY POWER MOWERS

TRADE MARK



***New* IN GOOD LOOKS**

Notice the modern tear-drop design of the 16" models, the smooth lines of the self-propelled 20", and the rugged simplicity of the 32" twin blade "professional" model.



***New* IN SAFETY**

Guarded in front and rear and on both sides. 16" models also feature new "finger-flick" front guard that flips up when working on thick growth or heavy weeds.



***New* IN PERFORMANCE**

Scientifically designed to distribute cuttings evenly over lawn, with floating handle to increase maneuverability. Wheels are positioned to prevent scalping and give close trim at both front and sides. New one-piece friction-free, tempered steel blade with double-lift action gives exceptional performance in maintaining a well groomed lawn, and is reversible for double blade life.



...and

COMPETITIVELY PRICED

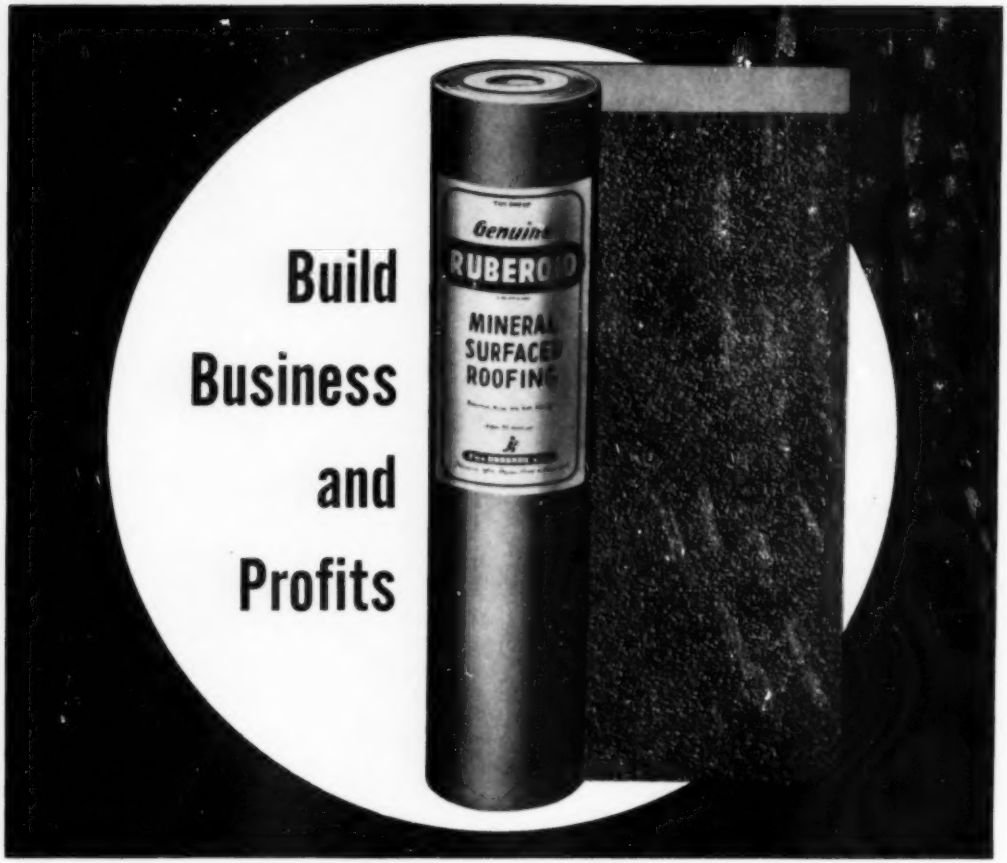
No wonder Kenmar Rotary Power Mowers are being used in every state in the nation!

WRITE FOR NAME OF YOUR NEAREST DISTRIBUTOR



KENMAR MFG. CO., Incorporated

50 NORTH FIFTH, KANSAS CITY 1B, KANSAS, U.S.A.



More and more dealers are cashing in on the sales opportunities offered by Ruberoid Roll Roofing. They know that when they sell Ruberoid, they are selling a product that will build both their present profits and their future business. Ruberoid's customer-satisfying quality and time-tested performance can mean greater sales for you, too.

In 1892, The Ruberoid Co. produced the first roll of ready-to-lay asphalt roofing ever made. Now, nearly 60 years later, genuine Ruberoid Roll Roofing still leads the field. The original is *still* the best! For free literature, write The Ruberoid Co., 500 Fifth Avenue, New York 18, N. Y., or your nearest sales office in Baltimore, Md., Dallas, Texas, or Mobile, Ala.

Stock these "best-sellers" for profits:

Color-Grained Asbestos-Cement Siding . . . decorator-designed duo-tone colors, straight-grain "shake" texture, fireproof, rot-proof, weatherproof. A revolutionary concept of side-wall treatment.

Dubl-Coverage Tite-On Shingles . . . the "hurricane-proof" shingle with the beautiful basket-weave pattern.

Stonewall Asbestos-Cement Board . . . the building material of 1001 uses. Rigid, fireproof, rot-proof, almost indestructible, yet so easy to "work."

The RUBEROID Co.

ASPHALT AND ASBESTOS BUILDING MATERIALS

only THE MART gives you all these advantages . . .

2439 LINES UNDER ONE ROOF

- 205 lines of furniture and bedding
- 948 china, glass, pottery and gift lines
- 471 lines of housewares, appliances, radios and televisions
- 174 lines of curtains, draperies and fabrics
- 133 lines of floor coverings
- 125 lines of toys, games and wheel goods
- 224 lamps, shades and lighting fixture lines
- 159 linens, beddings and domestic lines

52-WEEK MARKET CENTER
30 EXPRESS ELEVATORS EVERY MINUTE
EXCELLENT PARKING AND TRANSPORTATION FACILITIES
ELEVEN AIR CONDITIONED MODERNIZED RESTAURANTS

open Sunday, January 20, 9 A.M. to 5 P.M.—lunch served in the Club

The Merchandise Mart

SHOW PLACE OF AMERICA'S BEST-KNOWN BRANDS



National Hardware Week

SPECIAL



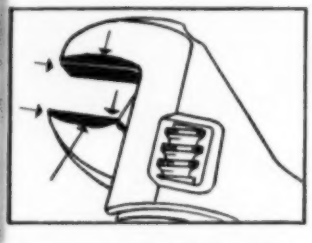
irha HARDWARE WEEK APRIL 17 THRU 26

SET OF 3 *UTICA* ADJUSTABLE WRENCHES

6", 8" and 10" in attractive, acetate-protected display box. Colorful, striking "Hardware Week Special" sleeve.

No. W-4 . . . . Bargain Price $6.35 Retail

11¼" wide, 7½" deep, ⅝" high. Shipping Wt. 1 lb., 13 oz.



UP TO 10 TIMES LONGER WEAR

Jaw surfaces hardened by UTICA's own electronic induction hardening method. Resist nicking and burring up to ten times longer than ordinary wrenches.

OTHER SALES-PRODUCING WRAPPERS



Packed with each box are two additional sleeves — one featuring the item as a Father's Day gift, and one for general use. HOW CAN YOU LOSE?

It pays to use quality tools — U TI CA — and the world's best tools are made in U.S.A.

DROP FORGE AND TOOL
CORPORATION

UTICA 4, NEW YORK

In Canada: ADLAM TOOL & SUPPLY CO., LTD., MONTREAL; WALLS-IRONS, LTD., WINNIPEG



STANLEY CARDED HARDWARE

Take a steady seller, package it for greater attention-value, easier identification, and added sales-appeal. Repeat the process on fifty-five of the most popular hardware items, and you have Stanley Carded Hardware—a colorful counter-full that wins the tricks.

Cards serve as complete sales units (screws are packaged with each item) designed to stimulate impulse buying and save the salesman's time. Mass-display Stanley Carded Hardware for volume sales and easy, extra profits. The Stanley Works, New Britain, Connecticut.







Remember . . .
Three Hinges
To A Door

STANLEY

Reg. U.S. Pat. Off.

HARDWARE • TOOLS • ELECTRIC TOOLS • STEEL STRAPPING • STEEL

It pays in many ways to recommend and sell

Vanishing Door Hangers and Track

BY

Richards-Wilcox





Today's greater demand for small homes makes the full utilization of every inch of space more imperative than ever. And the answer to this need is an entirely new Vanishing Door Hanger by Richards-Wilcox that is designed for thin-wall installation and noiseless operation. R-W Silver Streak Vanishing Door Hangers and Aluminum Track are adapted for use on parallel residential wardrobe doors, or for any doors in any room of the house. Note these points of special importance to you and your customers:

- Four types of hangers to accommodate various size doors and building requirements.
- Bronze hanger and aluminum track to withstand salt air for seaboard use.
- Adapted to thin wall to save space and reduce building costs.
- No interference with room furnishings or decorations.
- Tight fit of door to floor avoids drafts, loss of heat.
- Adapted to single sliding and parallel sliding house doors.



SILVER STREAK R-W No. 1019 Vanishing Door Hangers and Aluminum Track

For more information, contact your jobber or write for one of our illustrated folders describing in detail the uses and advantages of SILVER STREAK.

RICHARDS WILCOX R-W AURORA

1880 1951

OVER 71 YEARS

Richards-Wilcox Mfg. Co.

"A HANGER FOR ANY DOOR THAT SLIDES"

AURORA, ILLINOIS, U.S.A. *Branches in all principal cities*

SLIDING DOOR HANGERS & TRACK • FIRE DOORS & FIXTURES • GARAGE DOORS & EQUIPMENT
INDUSTRIAL CONVEYORS & CRANES • SCHOOL WARDROBES & PARTITIONS
ELEVATOR DOOR OPERATING EQUIPMENT

Announcing the

NEWEST ADDITION ...to the REVERE WARE Family

An All-Stainless-Steel Whistling Tea Kettle

A sparkling new tea kettle with famous Revere Ware styling, cool Bakelite plated-grip handle, and smooth trigger control. Constructed for a lifetime of service. Made of stainless, dent-resistant steel, polished to a mirror finish. It stays new-looking for years and years with little effort. It whistles when the water boils. Bearing the famous Revere Ware name, this kettle is a sure-fire item for increasing store traffic. Priced for fast, profitable sales.

REVERE COPPER AND BRASS INCORPORATED
Rome Manufacturing Company Division
Rome, New York



Catalog No. 2501
Retail Price $4.75
Capacity 2½ qts.
Single Pack
Shipping Weight 20 lbs. per doz.

Place your order now and avoid disappointment.

Questions about Insurance?

Ask *Federated's* QUESTION [?] BOX

Q. Does the fire policy cover damage resulting from smoke because of faulty operation of an oil burner?

A. No. The fire was confined to the place intended for it. The supplemental contract and the smoke damage endorsements cover losses of this type.

For the Protection of Your Business

WHEN YOU HAVE COMPLETED YOUR INVENTORY, CHECK YOUR INSURANCE!

Inventory time is a good time to check up on insurance to be sure that your business is properly protected. Every day claimants are discovering too late that their property was underinsured at today's values. Losses are costing owners thousands of dollars because of the failure to increase insurance to keep pace with today's values.



$98,000 Fire Loss

The building and contents of this Boonville, Mo., garage were destroyed by fire September 13, 1951. Tom Parker, negro employee, was heating a tank left there by an exterminator. His purpose was to remove the residue of fluid. The fumes from the operation sprang into flame, there was no explosion. The fire started about 10:20 A. M. and was brought under control shortly before noon. The building was valued at $75,000, the contents at $23,000. The loss was partially covered by insurance with Federated Mutual.

Cost of Increasing Coverage Low

The cost of re-construction, as well as the cost of stock and fixtures has risen steadily. It's important that you know what the insurable value of your building and its contents is today and that you are adequately insured. The cost of increasing the amount of insurance is very low. Fire insurance can be brought up to date at a fraction of 1% of the additional coverage needed. Whether you are insured with Federated Mutual or not it will be worth your while to be sure your insurance keeps pace with values.



Who Do Dat?

Is YOUR furniture insured—is it insured at today's value—do you have an inventory? If not, then call the friendly Federated man or write us today. Our booklet, "*Household Inventory*" is yours for the asking. It will give you a record which you need in case of fire.

About Your Friendly Federated Man

Your Friendly Federated Mutual man is especially trained for his job. He specializes and is experienced in serving businessmen, particularly in the implement, hardware and automotive trade. It's reassuring to do business with men who are familiar with the problems of your particular business.

Your Friendly Federated Mutual man represents only ONE company—that's Federated Mutual, Owatonna, Minnesota. When you deal with him, responsibility is narrowed down to ONE man who is the direct representative of just ONE company, and you can place all of the insurance for your BUSINESS, HOME and CAR with him. The savings in doing business in this simple, direct, sound way are returned to you at the end of the year in the form of dividends.

For the name of your nearest Friendly Federated Man consult the pages of your classified directory or write Federated Mutual, Owatonna, Minnesota.

United We Stand

Minor legal problems are among the many services for which you can call on your trade association for help. The experience of other dealers may be of vital assistance to you in time of need. It's good business to belong and keep your association strong!

Federated Mutual

IMPLEMENT and HARDWARE INSURANCE COMPANY ★ OWATONNA, MINNESOTA

Jacobsen

BACKS YOU 100 PERCENT

☆ **full power mower line for total market coverage**

☆ **better service for complete customer satisfaction**

When you sell Jacobsen Power Mowers and the products of its affiliated companies, you are able to supply the right size and type for every grass-cutting need. But your advantage goes far beyond complete market coverage.

Backed by this organization, you have at your disposal the combined and unsurpassed service facilities of Jacobsen, Worthington and Johnston — three of the nation's leading power mower manufacturers. Complete parts catalogs, handy service kits and prompt shipment of replacement parts from the respective factories all contribute toward making your service job easier. Nationwide network of authorized service stations assures each dealer proper and immediate attention.

More than that, a well-organized system of service schools gives every dealer's staff the opportunity of learning many time- and cost-saving methods from factory-trained instructors.

Your customers benefit from this top service. You benefit from the good will this creates. When you sell these nationally known products, you have the most complete power mower program for yourself and your customers.



JACOBSEN BANTAM
21-inch cutting width
Six other reel-type mowers, cutting widths from 15 to 30 inches.



JACOBSEN 18 ROTARY DISC MOWER
18-inch cutting width
Six other Rotary Disc Mowers, cutting widths from 20 to 62 inches.



Service school for all Jacobsen, Worthington and Johnston dealers and servicemen is held at strategically located points. (95 schools will be held throughout the country.)

JACOBSEN MANUFACTURING COMPANY
RACINE, WISCONSIN
Complete line of reel-type and rotary disc mowers for home lawns, estates, institutions.

JOHNSTON LAWN MOWER CORPORATION
Ottumwa, Iowa
Reel-type power mowers for the home owner market.

WORTHINGTON MOWER COMPANY
Stroudsburg, Pa.
Specialized tractor and mowing equipment for large-area cutting.



On the job!

Our volunteer speakers are saving thousands of lives *today* . . . in factories and business offices . . . at neighborhood and civic centers . . . at social, fraternal and service group meetings all over this land . . . by showing people what they can do to protect themselves and their families against death from cancer.

In laboratories and hospitals, from coast to coast, our volunteer dollars are supporting hundreds of research and clinical projects that will save countless more lives *tomorrow*.

To find out what you yourself can do about cancer, or if you want us to arrange a special educational program for your neighbors, fellow-workers or friends, just telephone the American Cancer Society office nearest you or address your letter to "Cancer" in care of your local Post Office. One of our volunteer or staff workers will be on the job to help you.

American Cancer Society

SPEEDLINE matched and balanced lawn and garden tools promote multiple sales and later repeat sales of matching tools

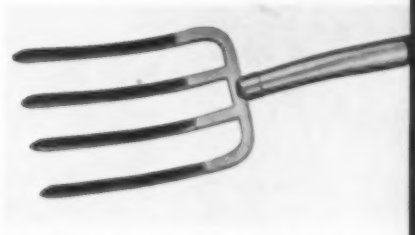


First complete set of "home gardener's" tools. Outsell old type heavier tools 2 to 1

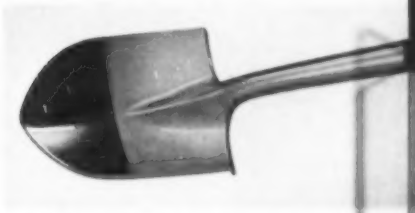
New families, new home building and new interest in home beautification have created a whole new market for tools. These new buyers want light, fast tools to care for their lawns and gardens. SPEEDLINE meets this demand completely with a choice of 20 matched and balanced tools, under one nationally advertised brand name.

More and more of these tools are being bought and used by women as well as men. SPEEDLINE appeals to men and women equally—heat-treated one-piece forgings and ash handles, light in weight, easy-to-use and eye-appealing—the only blue-handled tools in the world.

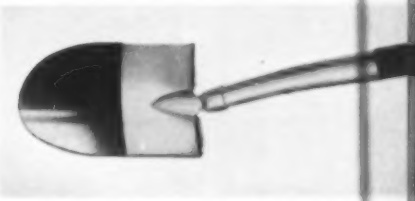
Dealers who used to carry mixed stocks have found that SPEEDLINE items outsell all others, at full mark-up—and sell even faster when they are mass-displayed. Customers who come in to buy one tool often buy several, because they make a set. And many more customers come back for matching tools, whenever they buy again.



No. SL20 Spading Fork: **10" long, angular back, polished tines. 30" bent ash handle, 8" Tapertite ferrule, Steel D top. 35 lbs. per doz.**



No. SL17 Garden Shovel: **A very popular, sturdy small shovel. 7¾" x 10" blade with integral socket. Lower half of blade polished. Footrest. 42" bent ash handle. 42 lbs. per doz.**



No. SL21 Floral Shovel: **Very strong forged and heat-treated 5¾" x 8" blade and shank with 42" bent ash handle, 8" Tapertite ferrule. A big seller for digging beds, transplanting. 32 lbs. per doz.**



Garden Rakes: **No. SL9 Round Bow pattern is the best selling light, strong garden rake. 13¾" wide with 14 curved teeth 2¾" deep and ¼" thick at head, forged with strong bows from one solid bar of steel. Won't loosen or break. 5' ash handle with 3½" ferrule. 37 lbs. per doz.**

No. SL10 Level Head pattern has the same specifications for head and handle. 32 lbs. per doz.

12 other items shown on next page →

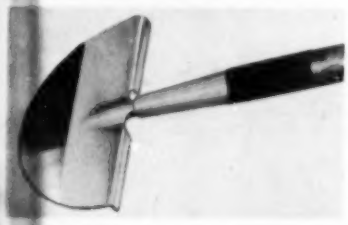
the only lawn broom adjustable to suit the work



No. SL1 Grass Trimmer: **Modern short-shank type with 30" long ash handle, weighs less, has better balance, hangs in correct cutting position, won't turn in hands. Heat treated 8½" x 2¼" blade with knife-sharp beveled, serrated edges cuts far easier than plain blades, is reversible and replaceable. Overall length 36¼". 17 lbs. per doz.**



No. SL14 Lawn Broom: **Just loosen wing nut and push handle in or out to adjust as desired — from extra limber 20" wide spread for dry leaves and clippings down to stiff 11½" wide comb for cleaning in corners and between rows, or gathering heavy trash. Has 22 flat, clock-spring tempered steel teeth 14" long; 4' ash handle. 28 lbs. per doz. Biggest selling SPEEDLINE tool.**

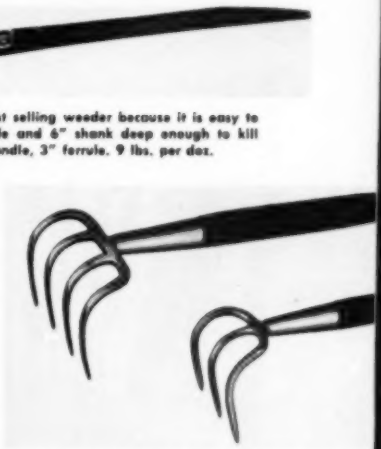


No. SL15 Turf Edger: **The permanently satisfactory edging tool. Strong 9" x 4¾" blade, sharpened end to end. Footrest. 4' ash handle, 4¼" ferrule. 32 lbs. per doz.**



Garden Hoes: **No. SL24 socket pattern. No. SL8 shank pattern. 6" x 4¾" taper rolled blades, 4½' spring pattern ash handles. 26 lbs. per doz.**

No. SL2 Floral Hoe: **There is big demand for this light, sturdy 5" hoe, so suited for today's small gardens and flower beds. A profitable new item in SPEEDLINE. Shank pattern, 5" x 3⅞" blade, 4' spring pattern ash handle. 18 lbs. per doz.**



Speedy Cultivators: **No. SL5 has 4 tines of 5" spread, 4½' handle; weighs 20 lbs. per doz. No. SL3 has 3 tines of 3⅛" spread, 4' handle; 15 lbs. per doz. Spring pattern ash handles, 3¾" ferrules.**



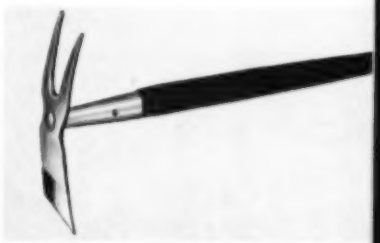
No. SL23 Soil-Knife Hoe: **A growing favorite. 3⅜" x 3⅜" blade, sharp on both sides and square point. Goose-neck shank. Spring pattern 4' ash handle, 3" ferrule. 17 lbs. doz.**



No. SL6 Warren Hoe: **4¾" x 6⅛" taper rolled blade with sharpened point, sides and ears. 4½' spring pattern ash handle, 3¾" ferrule. 25 lbs. per doz.**



No. SL22 Earless Hoe: **Can work close to plants, weighs less, is sharp on 3 sides. 7" x 3½" taper rolled blade. 4½' spring pattern ash handle, 3¾" ferrule. 24 lbs. per doz.**

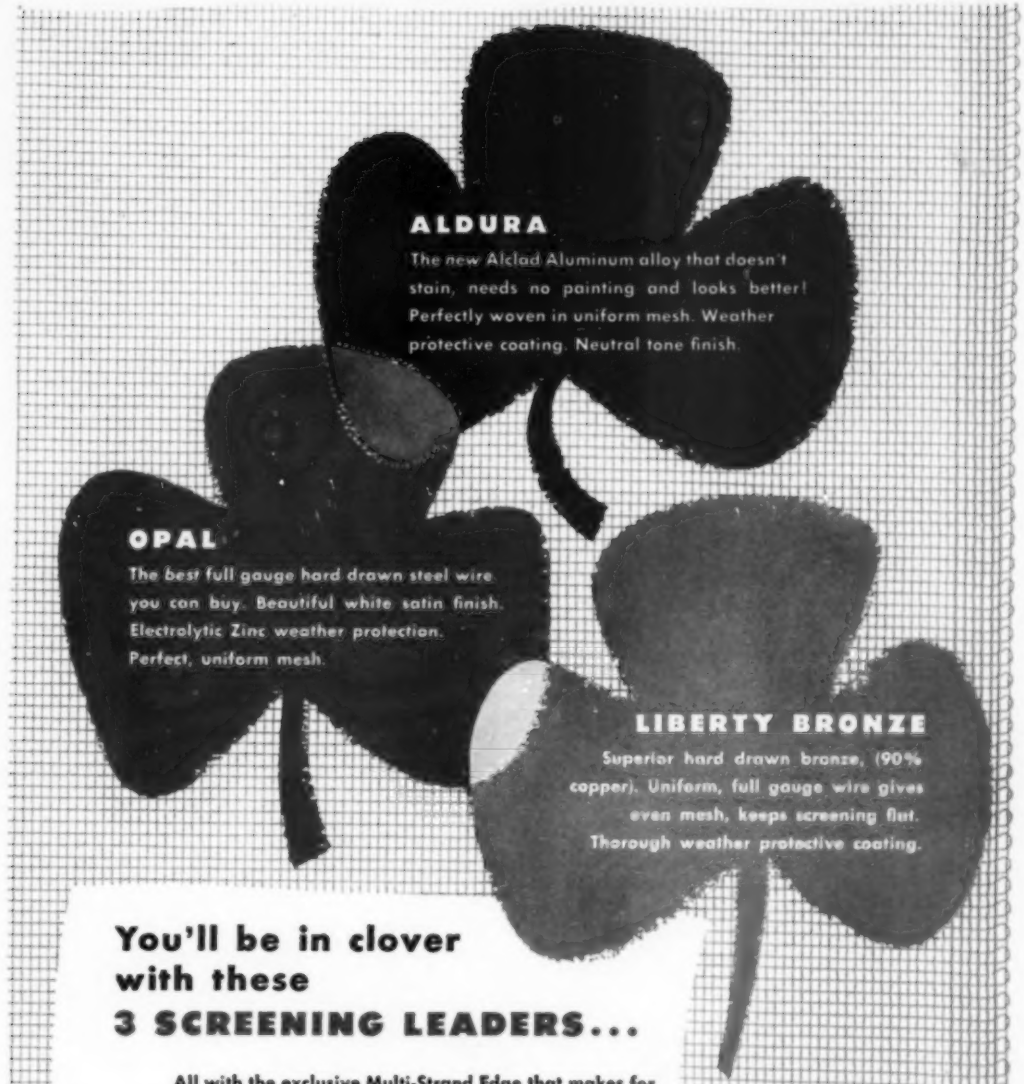


No. SL7 Two-Prong Hoe: **Heavy but perfectly balanced with 3⅝" x 9⅜" forged steel blade, 4½' ash handle, spring pattern. 3¾" ferrule. 28 lbs. per doz.**

Order these matched tools from your UNION jobber's stock. Write us for complete Catalog 17

THE UNION FORK & HOE CO., 500 Dublin Avenue, Columbus 15, Ohio

Also makers of UNION Farm and Garden Tools, RAZOR-BACK Shovels

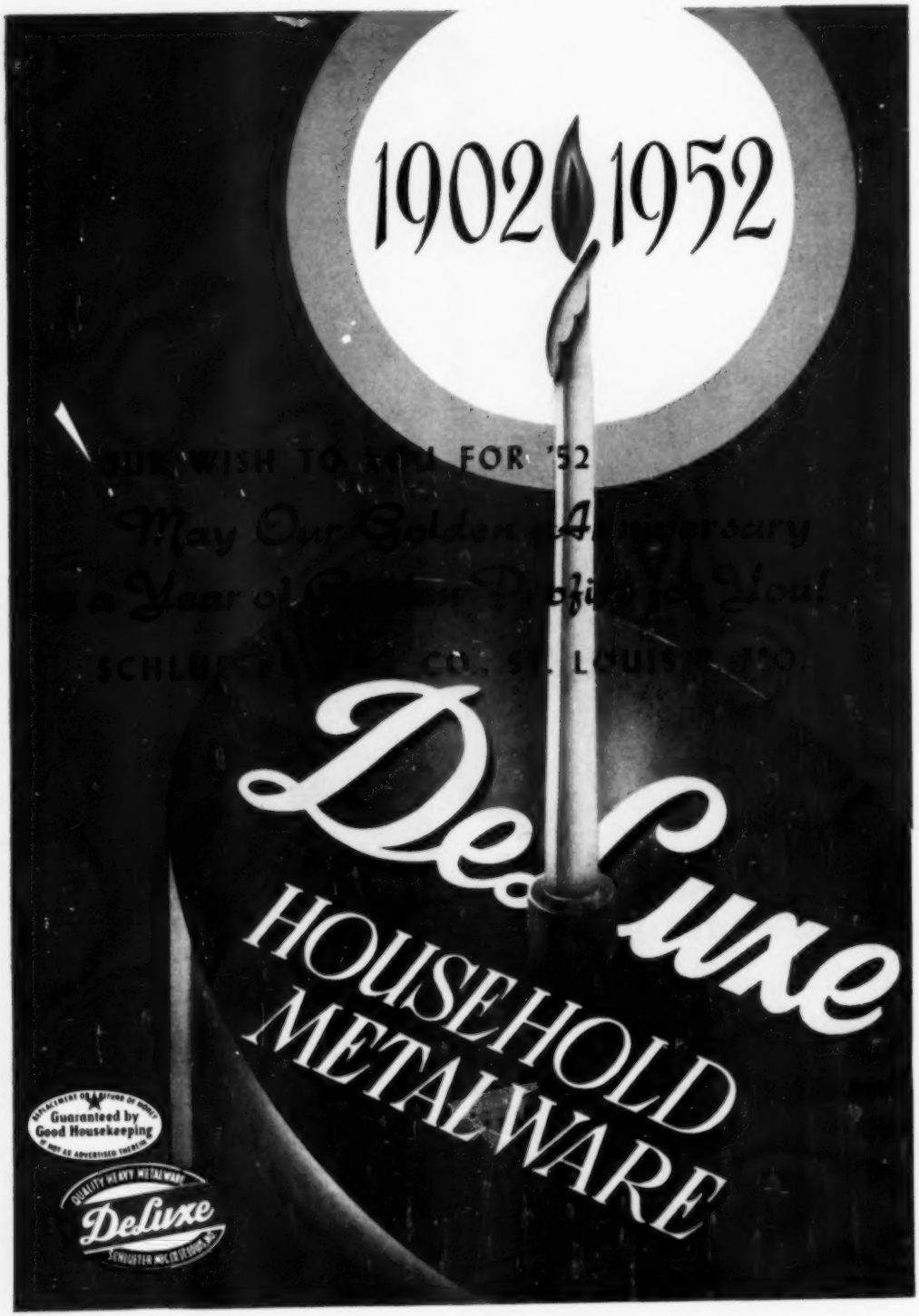


You'll be in clover with these 3 SCREENING LEADERS...

All with the exclusive Multi-Strand Edge that makes for better, flatter insect screening!

It's smart, (and easy) to choose your screening from New York Wire Cloth's *complete* line . . . *all* uniform mesh, expertly woven . . . the finest screening made!

NEW YORK WIRE CLOTH COMPANY
NEW CANAAN, CONN.


1902 1952
FOR '52
May Our Golden Anniversary
Deluxe
HOUSEHOLD
METALWARE
Guaranteed by
Good Housekeeping
Deluxe

Performance-Wise

Profit-Wise

Color-Wise

Promotion-Wise

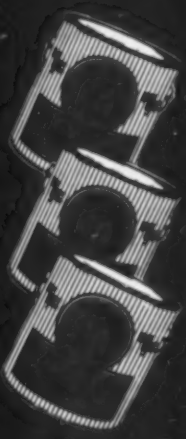
Best Paint Sold

Take a long searching look at your present paint set-up and then compare it with any BPS Dealer. You'll find he sells faster and makes more profit, gets more repeat business from thoroughly-satisfied customers, has more true made-with-oil colors for selection by the buying public. What's more, he has no company-owned stores or overlapping dealers to contend with because he operates independently under an exclusive protected-territory BPS Franchise. Can you say the same? You'll be able to if you sign up with BPS...so . . . do it today!

The nationally-advertised made-with-oil wall paint that's tops for profit

Luxurious new made-with-oil, deep-colors that will on light and beauty

The keys to the single-color style market... color-matched Flatlux, Satin-Lux and Glos-Lux



The Patterson-Sargent Company,
1325 East 38th Street,
Cleveland 14, Ohio

I'd like to know more about the BPS Line and its profit advantages.

NAME _____

ADDRESS _____

CITY _____ **STATE** _____

Sherrill ELECTRIC MOWER

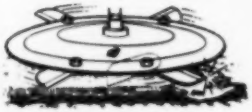
LIGHT — **ONLY 40 LBS.** Lightest power mower on the market!

FULL — **16 INCH CUT** Cuts tall weeds or grass . . . does perfect job on nice lawns!

STURDY — **ALL STEEL** Constructed to give many years service!



Specially built, heavy duty ½ h.p. motor with covered top and built-in overload protector switch.



New type cutter blade is operated by centrifugal force. The blade swings back when striking hard objects, eliminating shock and damage to blades and motor.

Cuting height easily adjusted to four positions on all four wheels.



Revolving-type rear guard. This type guard eliminates grass clogging under mower.

Sherrill gives you a "golf course" cut. No ridges, no bent over tufts and no scalped spots with a Sherrill. Exclusive design enables you to cut right up under shrubs without injury to lower branches. 1½" rubber tires prevent marking of lawn.

Sherrill cuts any length grass. The "scythe" principle eliminates bunching and clogging. Blades, held in cutting position by centrifugal force, swing back upon striking any hard object, preventing damage to the machine.

Sherrill is safe. The motor is shielded from moisture and flying grass, insulated from the frame with rubber mounts. Design affords protection from blades.

see your
HARDWARE DISTRIBUTOR
for
IMMEDIATE DELIVERY



New adjustable bar front guard. Sturdy—durable and attractive.

Manufactured by **ALLIED SHEET METAL & ROOFING CO.**
3618 CLINTON DRIVE • HOUSTON 20, TEXAS



The J&L trade mark is an invitation to buy at your store!

When people are passing your windows or inspecting the counters in your store, having products from the famous J&L line on display is good business. People know and recognize this trade mark . . . they buy it in preference to less well-known brands . . . it ties-in your galvanized ware with other reputable brands of merchandise.

J&L Ware is sturdily built. It's priced to cover the big volume market and yield a healthy profit. See your local hardware jobber. He will provide you with complete information concerning prices and deliveries.

J&L STEEL BARREL COMPANY
NEW YORK 17, NEW YORK
Subsidiary of: JONES & LAUGHLIN STEEL CORPORATION
galvanized ware plants: TOLEDO, OHIO and ATLANTA, GEORGIA

Do You Have a Demand for PLASTIC GARDEN HOSE?

Then Ask Your Jobber to Show You *Swan's* Complete Line of Plastic and Plastic Covered Hose!

NOTHING ELSE LIKE IT IN THE INDUSTRY!

1 *Swanite* . . .
the reinforced plastic garden hose . . .
that's guaranteed in writing for *10* years!



2 *And Don't Forget Swan* No. 150
PLASTIC . . . Guaranteed in Writing
FOR *5* YEARS!



3 *Very Special . . . Swan* No. 160
PLASTIC . . . BEAUTIFUL . . . and the Price?—
better ask your jobber—you'll be delighted!
So will your customers!

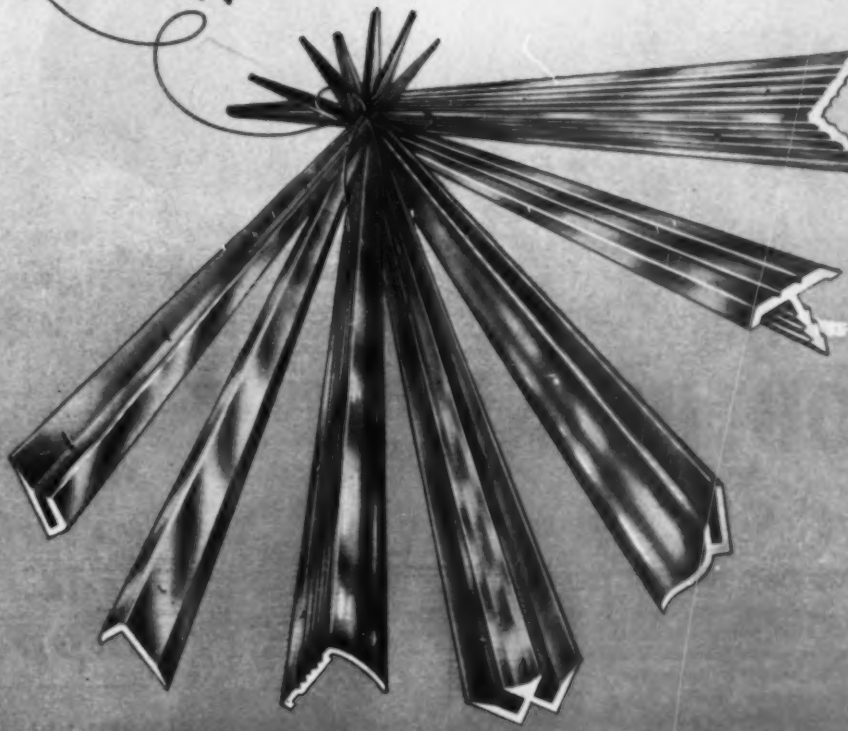




If you want to dominate the Garden Hose Business— *SELL Swan!* *Call your Jobber Now!*

SWAN RUBBER COMPANY
BUCYRUS, OHIO
World's Largest Manufacturer of Garden Hose

Tie up with the Stable and Steady Supplier



Buy From the
BIG NAME
in the
Aluminum Metal Moulding
Business

If you want to be assured of a stable and steady source for aluminum mouldings, write Youngstown Manufacturing, Inc. Ask any of our distributors or dealers about us and you will know why we are looked upon as the stable and steady supplier. We have a complete line of mouldings and mass production facilities. Write, wire or phone.

YOUNGSTOWN MANUFACTURING
INC.
66-76 South Prospect Street
Youngstown 6, Ohio

SUPERIOR



SOUTHERN

WOOD SCREWS

(Slotted or Phillips Heads)

can help make your new year happy

If profits please you, then Southern is the line for you in '52. You'll be happy to see the repeat business that Southern screws bring in. It means more store traffic—more money in the register.

Your reputation for handling top-quality products is strengthened when you stock Southern. These fine fasteners are uniformly perfect . . . made of the very best extruded brass wire or sulphur steel wire . . . rugged in body and shank to prevent twisting or breaking. Available in a wide range of sizes and a variety of finishes.

For more contented customers and a happier, more profitable new year, make a resolution now to investigate the Southern line.

FACTORY WAREHOUSES

4100 Dell Ave.
North Bergen, N. J.

125 W. Ohio St.
Chicago 10, Ill.

200 Decatur S.E.
Atlanta, Georgia

SOUTHERN SCREW COMPANY

110 Rickert St.
Statesville, North Carolina

SELL THE BOBBER THAT SELLS ITSELF!



FRABILL'S

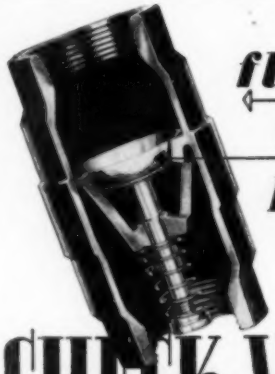
BOB'EM 2-WAY

FISH FLOAT FOR CASTING OR STILL FISHING

YOURS IN FIVE SIZES — From 20¢ to 40¢

Customers insist on BOB 'EM 2-WAY fish floats . . . made right . . . designed right . . . they work right!

FRABILL MFG. CO. 938 W. Walnut St. Milwaukee 5, Wis.



STRATAFLO

flexible metal poppet

ALL POSITION

CHECK VALVES

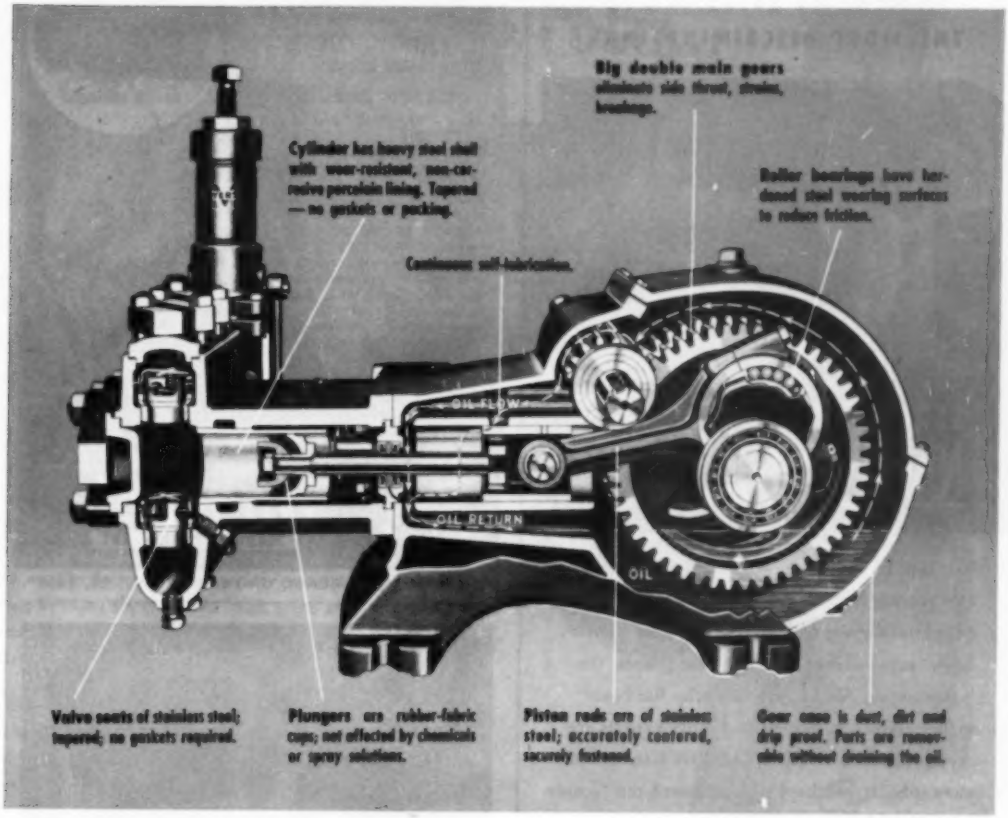
Patented Flexible Monel Metal Poppet, cannot leak. Quiet, sensitive operation. For cold or hot water or steam. 200 lbs. pressure. Seven sizes. Ask for bulletin 204.

order from your Jobber

Strataflo **PRODUCTS, INC.**

FORT WAYNE 1, INDIANA

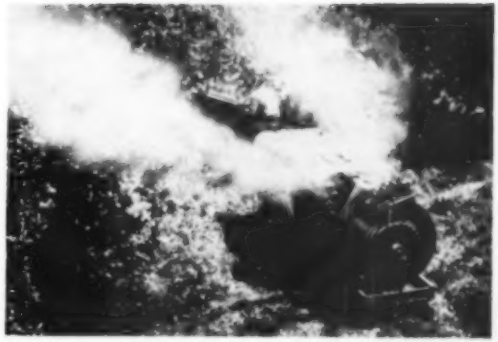
8 reasons why a Myers Spray Pump lasts longer



More Buyers Want Myers!

POWER SPRAYERS

Here's proof of Myers quality — and Myers Sprayers are constructed in all other ways to match their pumps. More than 100 different power sprayers to choose from; power take-off and engine driven. Capacities: 2 to 50 GPM. Pressures: 20 to 800 lbs.

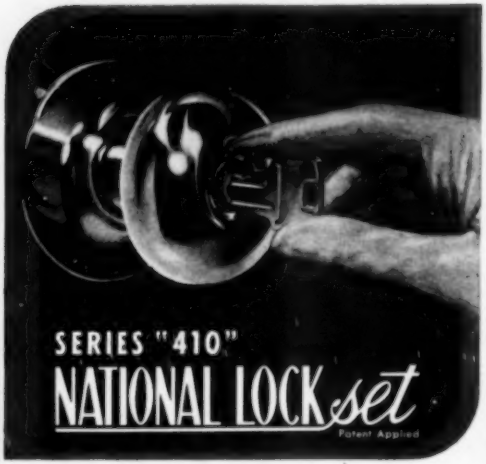


TAKE OFF YOUR HAT TO MYERS

THE F. E. MYERS & BRO. CO., Dept. P-130, Ashland, Ohio

Elegantly Beautiful

...INSTANTLY APPEALING TO THE MOST DISCRIMINATING



To the ultimate consumer, NATIONAL LOCKset is immediately desirable because of its delightful dignity of design. Only after its many other superiorities are explained does the home owner *fully* appreciate why hardware men, builders, architects and other experts are recommending NATIONAL LOCKset on job after job. If you have not yet heard the "inside story" of this fine product, write us, or ask your regular supplier for complete details.

- *Designed To Reduce Wear*
- *Designed To Resist Wear*
- *Made of Selected Materials*
- *Faster and Easier To Install*
- *With Many Exclusive Features*
- *Selection of Lasting Finishes*

WRITE US FOR CATALOG...ORDER FROM YOUR SUPPLIER

DISTINCTIVE HARDWARE... ALL FROM 1 SOURCE

NATIONAL LOCK COMPANY
ROCKFORD • ILLINOIS
MERCHANT SALES DIVISION



SEE US AT CHICAGO SHOW, BOOTHS 1028, 1030



WRIGHT GALVANIZED WIRE STRAND
(Clothesline)

CONNECTED LENGTHS marked every 50 feet, four and six strand, No. 20 gauge. Cushion center cable, best clothesline construction known . . . 50' lengths. Also on brightly lithographed steel spools, 500' and 1000'. Solid . . . 50' and 100' lengths.
WRIGHT quality wire brightly galvanized.

Southern Representatives:
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Box 174, Avondale Estates, Ga.
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306 Carondelet Bldg., New Orleans 12, La.

G.F. WRIGHT STEEL & WIRE CO.
WORCESTER • MASSACHUSETTS

SIRCO

Star Steel Fence Posts..



DESIGNED BY A FARMER

Preferred BY FARMERS

Originated by a Farmer, low cost SSirco Star Steel Fence Posts appeal to other farmers on sight! The new Star design is like no other on the market! It's a stronger, longer lasting fence post that makes fence building easy, practically eliminates broken fencing. No lugs, clips or ties... one straight wire *locks all* fencing wires from top to bottom, allows g-i-v-e under strain.

Dealers **also prefer SSirco Star Steel Fence Posts because they are easy to stock, easy to sell, and give a generous profit margin. Sell the Fence Posts *preferred* by Farmers and watch your profits climb! Write today or ask your SSirco Representative for complete information!**

Star Fence Posts

✓ Check THESE FEATURES



EASIER TO STOCK— Star Posts nest snugly, require little space. And SSirco Overnight Delivery means minimum inventories.

EASIER TO INSTALL —No lugs, staples or ties. No holes to dig. One wire secures fencing. Easy to move.

STURDIER — Up to 65% more ground bearing surface without anchor plates! Longer lasting galvanized or pre-painted; with waterproof asphalt underground.

MORE SHOCK-ABSORBENT — Fencing can't loosen, yet has far greater G-I-V-E than with other posts. Practically eliminates broken fencing!

SIRCO

SOUTHERN STATES IRON ROOFING COMPANY



Griffin Butts are Quality Butts . . produced from highest grade steel, carefully rolled in our own plant and finished by expert craftsmen. You can be sure of satisfied customers when you sell them any items in the Griffin line of fine builders hardware.

For more than a half century Griffin has been producing fine products. That experience assures you of the best. Sell Griffin . . . and you sell Quality.

Since 1899 GRIFFIN PRODUCTS SERVE THE WORLD!

GRIFFIN

Every DOOR NEEDS THREE

MANUFACTURING COMPANY

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H. C. GLOVER, 3611 Garrison Blvd., Baltimore 16, Maryland
GEORGE A. GREGG, 17134-6 Wyoming Avenue, Detroit 21, Michigan
WALTER S. JOHNSON & SONS, 917 St. Charles Avenue, Atlanta, Georgia
L. G. FULLER, JR., 644 Wellington Road, Jackson 6, Mississippi
ROY L. ROGERS, 1620 Garfield Street, Denver 6, Colorado
THE R. S. ALDER COMPANY, 45 Warren Street, New York 7, N.Y.
AUSTIN & EDDY INC., 115 Broad Street, Boston, Massachusetts
E. H. FARRAR, 6637 Golf Drive, Dallas 5, Texas
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VIMLITE®



The original 14-mesh wire reinforced window material formerly manufactured by the Celanese Corporation of America

Joins the famous family of

R-V-LITE®

ALL-PURPOSE

WINDOW MATERIALS



NOW KNOWN AS

VIMLITE

800-CW

this popular, proved fast selling window material will be supplied in 50 and 100 foot rolls in 28, 36 and 48 inch widths.

ORDER TODAY FROM YOUR *R-V-LITE* WHOLESALER

STOCK UP NOW
Capitalize on the widespread demand for this nationally-advertised, nationality-famous product.

ARVEY CORPORATION



TROJAN SAW BLADES

ALL TYPES

Jig, Coping, Jewelers', Fret, Scroll, Hack, Machine



World-famous Trojan Saw Blades. Over 130 different types for every hand and power sawing operation. Unequalled in quality. Teeth are individually filed and precision set. Blades are hardened and oil tempered for a long, sharp life.

Ackermann - Steffan Div.

PARKER MFG. CO.

Worcester, Mass.

Insist on TROJAN by name

Put your money on the right spot!



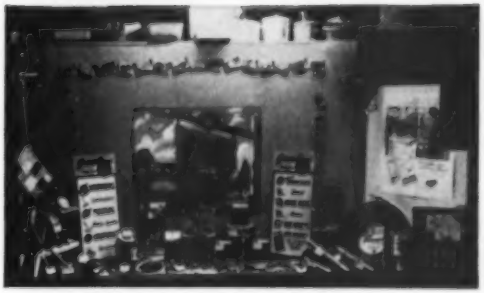
The GREEN SPOT, of course.

For now America's most complete, high quality line of garden hose accessories is broader than ever, with the right product at the right price for every customer.

And you get a great new '52 Promotion Kit (no fixed assortment or minimum order required) featuring the "related sales" window display shown at right, give-away booklets on lawn care, counter card, dealer newspaper ad service, etc. Every GREEN SPOT item is promotion-*packaged* with silent salesmen, product displays and colorful cartons.

Heading the line is the WEATHERMATIC, queen of automatic sprinklers . . . with free-spinning arms mounted on ball-bearings . . . distance-marked, adjustable nozzles. There are three brand-new volume items . . . Dura-Seal hose coupling and mender, both with king-size shanks and wider, dip-shaped clinching fingers that seal stronger . . . new, compact Quick Connector machined from brass rod for easier hose connections.

See your GREEN SPOT wholesaler now (merchandise available in accordance with metal limitations).



GET THIS POWERFUL, 3-PANEL DISPLAY

that boosts all garden goods, not just one line. This window is one of hundreds in which the GREEN SPOT display has helped increase related garden sales up to 100%. Consists of full-color, easel-mounted backdrop; two matching side panels, listing lawn care items; diagrams for window set-up, inside-the-store counter display. . . . See your wholesaler or write Merchandise Division, Scovill Manufacturing Company, 34 Mill Street, Waterbury 20, Conn.

Green Spot

KEEPS THAT SPOT GREEN

A PRODUCT OF SCOVILL

GARDEN HOSE ACCESSORIES

Sprinklers • Hand Sprays • Hose Nozzles • Quick Connectors
"T" Connectors • Couplings • Hose Menders • Clamps • Gooseneck

"We wish we had more lines like PEE GEE!"

That's the kind of talk we *like!*
. . . and maybe this letter will answer a problem for *you.*



Union Supply Company, Inc.

E. Sullivan Street
Kingsport, Tennessee
September 20, 1950

Peaslee & Gaulbert Paint & Varnish Co., Inc.
Louisville, Kentucky.

ATTENTION: Mr. Ned Booker, Advertising & Promotion Director

Dear Ned:

We feel that the Pee Gee line has substantially assisted in creating prestige for this firm through its consistent fine merchandise and its ability to bring the customer back again and again. Being in the building material business, we get to sell Mr. Customer not only paint, brushes thinners, etc., but many other items of lumber and hardware.

We have had the new color lines in Onekoatt Flat, Flatkoatt Deep Tones, and Onekoatt Four Hour Gloss Enamel for some nine months now, and I feel that the color cards on these lines cannot be touched by any other brand of ready-mixed paints on the market. Our customers, and most particularly the ladies, really "go" for these modern colors. Our paint business has taken a jump as a result of the new lines, and we feel that next spring will break all records in our paint department.

Incidentally, the new Sealkoatt is [illegible] possible the use of Deep Tones where it was [illegible] previously due to the inadequacy of the priming agent. We're getting much favorable comment of it

The same can be said of Onekoatt Mastic Outside House Paint. We're increasing our volume on it every day, and the word-of-mouth advertising by our customers in paying off.

In closing, let me say again that we are [illegible] our Pee Gee dealership after these 22 years. We wish we had more lines like it

With kindest personal regards, I remain

Cordially yours,
UNION SUPPLY CO., INC

Signature Martin Karant

Martin Karant
Ass't Mgr

We're prepared to sell through a few more dealers like Mr. Karant's company. Would *you* like to profit by the demand for such best-sellers as: Onekoatt House Paint, Flatkoatt Deep Tones, Onekoatt Enamels, Onekoatt Flat and Semi-Gloss, and the sensational Sealkoatt Primer-Sealer? If so, get in touch with us.

PEASLEE-GAULBERT PAINT & VARNISH COMPANY
223 N. 15th Street, Louisville, Kentucky
Serving the South Since 1867



You can put your confidence in–

the MIKE® line

Quality Twines and Cordages

- PARCEL POST TWINES
- GIFT CORDS
- SEA ISLAND TWINES
- HOUSEHOLD TWINES
- KITCHEN LINES
- EXPRESS TWINES
- KITE CORDS
- CHALK LINES
- JUMP ROPES
- WRAPPING TWINES
- MOP HEADS
- STARTER ROPES
- SHOE LACES

(Samples furnished on request)

For example–



DISPLAY PACKING

for *Better Merchandising*

ORDERS OF $50.00 OR MORE. FREIGHT PREPAID. Orders of less than $20.00 f. o. b. Mill, Lawndale, N. C. or Marietta, Minn. Orders of $20.00 to $50.00, freight allowed to $1.00 per cwt. Freight prepaid does not include extra charges incurred outside carriers regular zone of delivery.

These display cartons save time and handling of merchandise because they show full information as to contents when closed—and open into attractive counter displays. They are standard packing for MIKE Art. 522 Chalk Line, Art. 523 Chalk Line, Art. 524 Chalk Line, Art. 562 Mason Line, Art. 568 Clothes Line and Art. 569 Venetian Blind Cord.

When you display the MIKE line–

it Sells!

Cleveland Mills Company

ESTABLISHED IN 1873

LAWNDALE, NORTH CAROLINA

Marietta, Minnesota



Below: RC-38 33" high, 19¼" x 42" top. A deluxe grill at a price that moves it fast. Polished tubular legs. Royaltex finish. Also RC-37 same as RC-38 but with left firebox removed and sauce pans added.

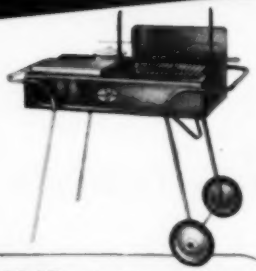
Extra Accessories can be added at extra cost such as motor driven spit and upright firebox shown in insert. Accessories packaged separately.



THE NEW ROYAL CHEF Grills

Here is a new line of Barbecue Grills with features that knock your eye out and priced with full profit to you for real volume sales! WE CHALLENGE ANY AND ALL COMPARISONS!

SEE THESE MARKET VALUES!



RC-27 31" high, 19" x 34" top. A roll away model with exceptional styling and features—plus the right price for volume selling.



RC-26 31" high, 19" x 34" top. Collapsible tubular legs.



RC-22 30" high, 16" x 30" top. Collapsible tubular legs.



RC-14 14" x 16" fire box. Collapsible tubular legs. For picnics, camping.

To retail profitably from $4.95 to $44.95

with accessories to $79.95

Here is the new Royal Chef line of Barbecue Grills, now in volume production. Better order now to get yours in time for Spring Selling.

Made by the manufacturers of the famous Royal Gas Heaters, Royal Fireplace Furnishings, famous for QUALITY and VALUE since 1891.

Also NEW!

SPACE 1119-A

MERCHANDISE MART

Chicago, Illinois

Permanent display of Royal Chef Grills, Gas Space Heaters, vented and unvented, Vented Wall Heaters, Gas Logs, Range Conversion Burners, Fireplace Furnishings.

CHATTANOOGA IMPLEMENT AND MANUFACTURING CO.

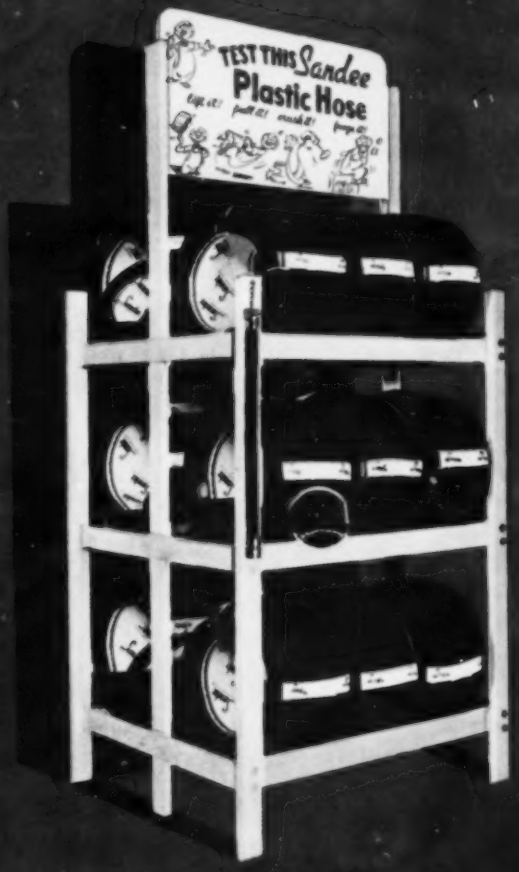
Chattanooga 6, Tennessee



Sandee

helps you

SELL MORE HOSE IN LESS SPACE





Sandee Manufacturing Company

Sandee

HOSE SELLS BOTH
your budget buyer-
your quality buyer





SANDEE FEATHER-LITE

Meet your quality buyers' demands with Sandee Feather-Lite. Let your customers . . . lift it—twist it—crush it . . . and watch it snap back.

Sandee quality is uniform . . . every section is top grade throughout. Only 1/3 the weight of ordinary garden hose for greater handling ease. It resists sun, freezing, abrasion, oil and grease. Won't rot, crack, or peel. A full-flow hose, in two lustrous, Cardinal Red and Grass Green.

You make your full margin of profit on every coil of Sandee Feather-Lite. GUARANTEED UNCONDITIONALLY for 10 full years, NOT a pro-rated guarantee.



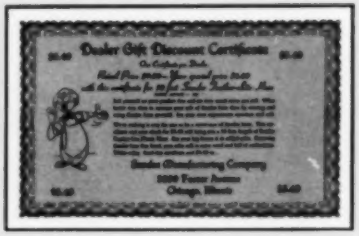
SANDEE THRIFTEE

Meet your price buyers' demands with Sandee Thriftee. The budget gardener wants price, he wants a plastic hose that gives easier sprinkling, and long rugged service as well. Sandee Thriftee includes the bonus of 100% vinyl materials which make it weather, age and wear resistant. It's an excellent water capacity hose, and your customers have their choice of brilliant Forest Green, or Sunset Red.

You make volume unit profit on Sandee Thriftee turnover. Sandee Thriftee is GUARANTEED UNCONDITIONALLY for 5 years, NOT a pro-rated guarantee.

BE A USER-BOOSTER

To sell more hose, tell your own experiences with Sandee. This money-saving gift certificate makes it easy to be a Sandee seller-user. You save $5.40 from the retail price of a 50 foot coil of Sandee Feather-Lite, but your big bonus comes in added sales. Write for your gift certificate today.



Sandee Manufacturing Company

5050 FOSTER AVENUE • CHICAGO 30, ILLINOIS

"You've done a swell job on the Slaymaker 'Brass Beauty' Padlocks since the very beginning. I knew that you'd pick up more impulse business with that nice movable jewel-case merchandiser. And I'll bet you felt the effect of Slaymaker's national advertising."

Robert F. (Bob) Fite, Salesman
Hall Wholesale Company
Dallas, Texas



"They're fine locks to sell. My customers go for them because they are solid cast brass padlocks in the medium to low-price range. They're beautifully packaged, work smoothly, and are as strong as they look. I am all for the Super-tumbler, too —it cuts out interchanging."

H. L. Morris, Buyer and Manager
Moulders Hardware Company
Dallas, Texas

Slaymaker

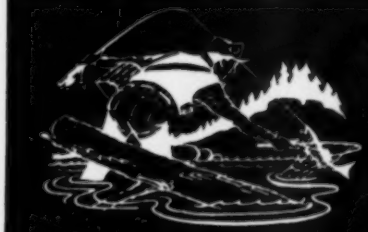


LOCK COMPANY Since 1888

Lancaster, Pa., U.S.A.

As advertised in the "Saturday Evening Post."

World's Most Complete Line of Padlocks



OCEAN CITY - MONTAGUE DEALER NEWS

PHILADELPHIA, PA. • MONTAGUE CITY, MASS.



LANDS BIG TUNA AFTER 5 YEARS

FISHANGRI-LA, N. Y.—Henry Brain, of Dunellen, N. J., is the persistent type. For five years he's been going after the big ones with no luck.

But just lately he hit the jackpot. Shown above is the 961½ lb. beauty that he brought in off Montauk, N. Y., with a brand new Ocean City 12/0 reel. The tuna was over 9¾ ft. in length and 80 in. in girth.

From the initial run of about 450 yards the tuna was brought to gaff in one hour. Brain reports that the reel stood up perfectly through rough treatment and was only a little bit warm when it was all over.

27-YEAR-OLD OCEAN CITY REEL USED BY WAR VET

Way back, just after World War I, this Ocean City reel went to work pulling in plenty of fish. According to a famed Hollywood cameraman it has stood up through the years against real "use and abuse." Once it was lost in the ocean for three months . . . then snagged from the surf by luck.

Cleaned and oiled, this reel, fondly named "Ike", went back on the job to help the owner's two sons learn to fish. Through the years it was used by many a movie great. Then came World War II, and "Ike" went overseas to be fished all over the Pacific theatre by a friend of the owner. Now it has been retired, and a brand new Ocean City reel is helping to keep up "Ike's" tradition of service.

REPAIR AND PARTS DEPARTMENT MOVES

To provide better facilities for servicing Ocean City reels, a brand new department has been equipped at the Ocean City branch plant at 3840-50 Coral Street, Philadelphia. All reels requiring servicing should be forwarded to that address—and not to the main office at "A" and Somerset Streets.

Customers should be advised of this new service to make sure their repair and parts problems are solved promptly. The new department is staffed by experts to assure that all reels will be returned in top condition as quickly as possible.

Remember the address: Repair and Parts Department—3840-50 Coral Street, Philadelphia 24, Pa.



SOUTH AFRICA ANGLER FISHES BETWEEN CROCODILES

These Bream were taken on a small, level-wind Ocean City reel by Clive Morgan Hayes in the crocodile-infested waters of the Gwaii River in South Rhodesia, Africa. The holster is for protection against a "too curious" crocodile.

Among others, Hayes caught a Vunou weighing 53 pounds on an Ocean City No. 993, light-weight, take-apart surf reel, from the Hunyani River. According to Hayes, most light reels would not have lasted during the 20 minutes of terrific strain put up by the Vunou.

He also landed a large Tiger Fish with Ocean City's star drag reel No. 165 from the Zambezi River, above Victoria Falls. According to Hayes, the Tiger Fish is one of the finest sporting fish in the world—even excelling the Dorado of South America.

All over the world, Ocean City reels and Montague rods are providing fishermen with the sturdy, reliable equipment they want—and at fair prices!

"WORLD LEADERS IN RODS AND REELS"

Now Ready



..a new SAVAGE dealer service

The new Savage, Stevens, Fox Component Parts Price List is the most complete, concise book of its kind we have ever issued. 52 pages of easily identifiable illustrations show replacement parts for all current—and most older—Savage, Stevens, and Fox shotguns and rifles. You'll also find helpful information on service and repair charges your customers ask about.

This new Parts Price List assists you to offer shooters complete, reliable service information on all our models. Replacement parts are easily recognized and simply keyed for quick, convenient ordering. SERVICE can make your store arms headquarters—create many new sales.

Send for your copy of this free book now—it's a *sales tool* because it helps you maintain the dependability and high performance qualities that are built into Savage, Stevens, and Fox shotguns and rifles.

Send For Your Free Copy

Savage Arms Corporation, *Arms Service Department* S
Chicopee Falls, Mass.

Please send me, without charge, a copy of the new Savage, Stevens, Fox Component Parts Price List.

Firm Name.....

Address.....

.....

☐ add my name to your Arms Service dealer list.
☐ send names of competent gunsmiths nearest me.

First in the Field

SAVAGE

SAVAGE · STEVENS · FOX *Rifles and Shotguns*

SAVAGE · WORCESTER *Power and Hand Lawn Mowers*

PROFITS

Quality-Built CLARK Rotary Mowers Are Fully Guaranteed

CASH IN Now on These Trouble-Free Mowers in 1952





Nationally Advertised IN *House Beautiful*

Eight Big Features Boost Sales!

1 New die-stamped one-piece steel chassis with reinforcing ribs, baked green crinkle finish paint with red wheels, greatly enhance the appearance of the Clark Rotary. A weight reduction of approximately 15 pounds is also achieved.

2 Light weight, powered by nationally famous Lauson, Clinton, Red Seal Continental and Briggs & Stratton motors. These air-cooled 2 HP 4-cycle engines provide an abundance of power for cutting high or low grass and weeds. Heavy duty models have 2½ and 3 HP 4-cycle engines.

3 Specially designed heat-treated spring steel blade cuts swath 20 inches wide . . . no after trimming necessary. Blade easily removed for sharpening. A single set screw locks the blade assembly in position for desired cutting height.

4 New spinner head assembly has ball bearings sealed in grease at factory.

5 Four wheels with ball bearings, equipped with 10 x 2 semi-pneumatic puncture-proof tires.

6 Safe operation. Blade fully protected on all four sides. New swinging back-stop permits easier handling on rough terrain.

7 Long trouble-free service. No gadgets to get out of order. A real quality mower you can sell with confidence.

Our Southeastern sales record speaks for itself. Ask your jobber for Clark Rotary Mowers, or write . . .

CLARK MANUFACTURING COMPANY

Tel.: Atlanta, Ga. — CRescent 3361

Clark rotary mowers are now available in Canada.

CLARK MANUFACTURING COMPANY, 300 Melville Road, DECATUR, GEORGIA

Please send descriptive folder and dealer franchise information on Clark Rotary Mowers.

NAME _____

ADDRESS _____ CITY _____ STATE _____

Southern HARDWARE

Hardware and Allied Lines—Farm Operating Equipment

Vol. 121 **January, 1952** **No. 1**

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DOUBLE
Lawn Seed Sales
With NEW
Woodruff
DEALERSHIP PLAN for '52

Woodruff will do more for its dealers than any other seed house.

Woodruff dealers will receive a colorful window and store display to exhibit Woodruff Lawn Seed and related products. Your local newspapers will tell your entire community about your Woodruff Lawn Seed dealership.

Millions of lawn seed users all over America will read about Woodruff products and Woodruff dealers in National magazines.

Write today for the Woodruff dealership prospectus — it will tell you more about greater lawn seed sales for you.

F. H. WOODRUFF & SONS, INC.

MILFORD, CONN. — Woodruff SEEDS — TOLEDO OHIO

BELLEROSE, L. I. ATLANTA SACRAMENTO



F. H. WOODRUFF & SONS, INC. SH-1
MILFORD, CONNECTICUT

Please send Woodruff dealership prospectus.

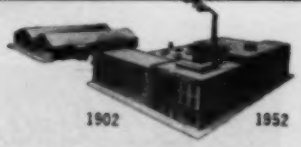
Name_____

Street_____

City_____ State_____

Golden Anniversary

"Built the Best"



DAVIS . . . 6 SOLID SALES REASONS



SALES-LEADING Model 50/50
18" Cut
Briggs & Stratton and Clinton
4.1 H.P. Engine

. . . . . why DAVIS is different and better



· National Advertising

1 Only DAVIS has the Flex-A-Matic Clutch with full safety release—Models 50/50 and 52—a V-belt automatic transmission that makes DAVIS the *easiest* to operate, *safest* reel type power mower built.

2 Today's finest "mow and mulch" job is done by DAVIS Rotary Power Mulching Model 51—because the exclusive DAVIS rubber mulching roller holds the cuttings *in* the mower until thoroughly shredded—and then spreads the mulch *evenly* over the lawn. No unsightly windrows.

3 DAVIS product quality and salability are based on *half a century* of research, quality-controlled manufacturing and sales experience—plus sales-making national consumer advertising.

4 The DAVIS 1952 Golden Anniversary Line is *compact* . . . every model a *sales leader*. That's why your inventory is lower—your turnover faster—and your profits greater . . . with DAVIS.

5 All DAVIS mowers are *Unit Boxed* . . . patented, individual packaging that affords greater protection, simpler stocking and easier handling . . . a *better* package for a *precision* product.

6 Every mower—hand or power—in the DAVIS 1952 Golden Anniversary Line is a *top value* . . . because DAVIS *"built the best"* quality still bears a *modest* price tag . . . *See your Jobber or write direct to:*

G. W. DAVIS CORPORATION
Richmond, Indiana, U.S.A. • Established 1902



Exclusive Davis FLEX-A-MATIC
Safety Clutch, A V-Belt Automatic Transmission
Simplest, Safest



Davis Unit Boxed
Exclusive Patented

"BIG BROTHER" Model 52



22" Cut
Briggs & Stratton
1.6 H.P. Engine

ROTARY "MULCHING" Model 51



20" Cut
1.6 to 2 H.P.
Clinton Engine

4-SQUARE Model 56
New, Improved
Smartly Styled
Davis Quality
Throughout



WHISPERING Model 57
Streamlined Beauty and Mechanical Perfection



Washington News

. . . . . Orders, Regulations, Priorities

Retailers' Rating for Controlled Materials

NPA ORDER M-89, issued by the NPA November 19 and effective same day, authorizes retailers to use the allotment symbol W-5, under certain conditions, on their purchase orders for controlled materials placed with mills or distributors. Classed as controlled materials are steel, copper and aluminum.

Use W-5 Symbol

Subject to certain inventory limitations, a retailer may place orders, using the W-5 symbol, for delivery in any one calendar quarter of a total quantity of controlled materials which he customarily purchased during the base period (calendar year 1950) not exceeding certain stated amounts, some of which are: wire nails, $150; wire staples, $25; barbed wire, $50; poultry and rabbit fence, $75; farm and lawn fence and fence posts, $125; wire bale ties, $25; galvanized sheets and valley rolls, $75.

A retailer may establish an alternative quarterly quota of one-fourth of his base-period purchases of any controlled material (invoice cost less trade discounts and delivery charges), with quota amounting to 100% of base-period purchases, on steel products, and amounting to 60% each on copper and aluminum.

Under the order's inventory limitation, a retailer may not accept delivery of any class of controlled material if his inventory (dollar value) of that material would then be in excess of his average quarterly inventory of that class of material during the base period.

Subject to this inventory limitation, a retailer may purchase controlled materials in addition to the dollar quotas set forth above, if he does not use the allotment symbol W-5 on orders for such additional material.

An order placed by a retailer for a controlled material and bearing the symbol W-5 shall carry a certification in substantially the following form:

Certified under CMP Regulation No. 1 and NPA Order M-89.

◆

No Limitation Order on Wheelbarrows Planned .

WHEELBARROW MANUFACTURERS have been told by the NPA that no limitation order on wheelbarrows is contemplated at this time. In a recent meeting with members of an industry advisory committee, NPA said that at the current rate of allotment, the industry may receive 79 percent of its estimated requirements by June 1952.

Committee members advised the NPA that while all present needs are being met, the industry will require more than the 6,023 tons of steel allocated for the first quarter of 1952.

Manufacturers' inventories of wheelbarrows are depleted and order backlogs are high. Some manufacturers reported that their output in 1951 had increased as much as 40 percent over the 1950 figures.

◆

Mower Manufacturers Ask Tailored Regulation. . . .

MEMBERS OF THE Lawn Mower Manufacturers Industry Advisory Committee in a recent meeting with OPS officials discussed the possible issuance of a tailored ceiling price regulation for that industry.

About 120 manufacturers, doing a business of about $125,000,000 annually comprise the industry, which currently is pricing under both the General Ceiling Price Regulation and Ceiling Price Regulation 22.

OPS officials said they will consult with wholesalers and retailers as to the effect a tailored reg-

(*Continued on page 61*)

Capehart Amendment Pricing Rules Are Optional for Manufacturers

IN EARLY NOVEMBER OPS ordered manufacturers' regulations, CPR-22 and CPR-30 to become manditorily effective December 19. At the same time OPS issued supplements to each regulation providing for optional adjustments of ceilings under the Capehart Amendment for manufacturers to whom CPR-22 and CPR-30 apply.

The manditory date of the manufacturers' regulations does not apply to the Capehart Amendment adjustments which remain available on an optional basis.

A major exception to the December 19 manditory date will be those commodities covered under Supplementary Regulation 12 to CPR-22. For the following products the manufacturers' option to elect to use either the General Ceiling Price Regulation or CPR-22 has been extended indefinitely: certain builders hardware items, phonograph records, radios, television sets, galvanized ware such as wash tubs, water and garbage pails, power and hand lawn mowers, and a number of other items. Commodities on this list (covered by SR 12) are principally those for which tailored regulations are expected soon.

Manufacturers who are eligible for adjustments but who do not wish to recalculate their CPR-22 and CPR-30 ceilings immediately may elect to use the supplements at a later time. As soon as applications are received by OPS under the supplements, manufacturers may use the adjusted ceilings, although OPS retains authority to revise them at any time.

When a manufacturer covered by CPR-22 or CPR-30 elects to use the Capehart Amendment he must adjust his ceilings upward or downward, according to his overhead costs, for all items which are priced under these regulations.

THIS SIGN SELLS

TWO WAYS FOR YOU!



PUT THIS DOUBLE-DUTY SALESMAN TO WORK FOR YOU



Display DIXISTEEL Fence with the metal sign facing the flow of store or street traffic. Let your customers know you are headquarters for DIXISTEEL Fence — Southern made for Southern needs.

When DIXISTEEL Fence is put up, the sign becomes a part of the installation. It identifies the fence as DIXISTEEL — reminds everyone who sees it that here is another stretch of the fence you sell.



This colorful metal sign on every roll of DIXISTEEL Fence is a double-barreled sales getter for dealers.

In your store, the familiar DIXISTEEL trademark is readily recognized by your customers. They need no other assurance that this is quality fence—Southern-made for Southern service.

When the fence is erected* on your customer's property, the sign becomes a part of the installation. It tells the world that this good-looking fence is DIXISTEEL—the finest fence—*the fence you sell.

Order DIXISTEEL Fence by name from your wholesaler or jobber.

FIELD FENCE DIXISTEEL BARBED WIRE

Atlantic Steel Company

ATLANTA, GEORGIA



Manager Charles P. Kale, right, teaches a new employee how to properly adjust power tools by first giving him the factory catalog to study. A power tool library also is made available to employees for home study

By B. Miller

$2,000 monthly volume from POWER TOOLS

Prominently displayed and advertised and handled by fully-trained salesmen, power tools and accessories account for a $2,000 monthly volume for this store

THERE is a sizable market for power tools for the hardware dealer who stocks a representative line and who has personnel fully trained in the operation and application of this merchandise. And the market is not entirely dependent upon the economic limitations of the neighborhood in which a dealer is located.

This is the opinion of Charles P. Kale, general manager of Yeatman's, Clarendon, Va., whose 16 years of experience in the hardware field and observation of trends in hand and power tools give special weight to his words.

"It is unbelievable what a tremendous fascination the workshop holds for a great many men," explained Kale, who estimates that Yeatman's does a $2,000 monthly volume in power tools. "It is a fascination that grows with proficiency in workmanship. A man may start with a 7-inch saw, and the next time he comes in he will want a bigger and better saw. He will keep adding other power tools as he gains more experience. In my opinion, the opportunity for sales of power tools is almost unlimited."

But Kale added these conditions: a dealer must know what he's talking about when selling power tools, and he should handle a good, reliable line of tools. Good displays are a must, and continual promotion through direct mail and personal contact helps to keep volume climbing. Kale cited a 20 percent increase in power tool volume at Yeatman's for 1950.

"With all people power-minded these days, a dealer will find a good market whether he carries an inexpensive, medium-priced or expensive line," Kale said, "for the workshop appeals to all men, regardless of their financial circumstances."

Yeatman's devotes four tables and gives floor space to table, bench and floor models of drill presses, bandsaws, lathes, joiners, sanders, shapers, jigsaws and bench saws in a variety of sizes. They carry a complete line of motors, and stock a wide variety of hand drills in kits.

Four men, including Manager Kale, staff the department. Two outside salesmen promote and sell power tools along with builders' hardware.

In introducing a new employee to power tools, Kale first places the factory catalog in his hands for study, advising him to famil-



Charles P. Kale, manager of Yeatman's shown here demonstrating a drill press to a customer, gives ample attention to power tools in the store's promotional efforts. He takes advantage of the fact that "the workshop holds a tremendous fascination for a great many people."

iarize himself with the power tools in the department, what each is used for, how each operates, and how to make adjustments with knobs and levers. A young apprentice who has had vocational training or shop experience is ideal material and a preferred applicant under normal conditions. The labor shortage today, however, precludes such a selection.

A power tools library in the department makes available to all employees material they may take home for study. Kale points out the monthly features on power tools in the technical magazines and urges employees to read them thoroughly each month.

Whenever a customer requests that a tool be set up in his home, Kale makes sure that a new employee accompanies him to see how it is set up and tested for accuracy and operation.

All employees attend the two-hour instruction periods given about four times yearly by factory representatives. At one time, all employees attended the 10-day schools given by the factories, but since these schools have been discontinued, Kale makes up for them by giving new employees all the spare time he can during mornings and idle periods throughout the day, discussing power tools, their operation and application. In addition, sales meetings are held weekly at which further discussion of new features and new power tools is carried on.

"We try to ground them in the fundamentals so that they will be able to talk intelligently to customers on power tools," explained Kale. "They in turn also point out to the customer books on power tools, technical magazines and printed instructions with each tool that will help him become proficient more rapidly. And, incidentally, we try to sell a power tool book with each unit, and salesmen are urged to point out the advantages of having a motor with each tool. This gives the customer a more efficient workshop, since the necessity of changing the motor from one tool to another is eliminated."

Demonstrations Sell

Demonstrations of portable saws, routers and planers are given by factory representatives twice yearly at Yeatman's, usually in February and September, to which foremen and superintendents of builders and contractors are invited. Attendance at demonstrations is generally about 35. Substantial sales always follow. Undoubtedly, demonstrations lead to an undetermined future volume, according to Kale.

Two outside salesmen call on all builders and contractors and demonstrate portable saws, joiners or planers. When a builder or contractor becomes interested, they leave the equipment with him for closer examination and trial, and call again the next day. A catalog is always left with him. Wherever they see a building going up, or any construction in process, the salesmen approach the superintendent on the job with their portable power tools.

Display Important

Good displays, too, are vital to good volume in power tools, and Yeatman's has one complete window display of power tools in the Fall, when men are drawn from their yards and gardening to the indoors for house repairs and remodeling. The window display will include a saw, drill press and joiner. However, throughout the year, Yeatman's keeps power tools before the public eye by having at least one power tool displayed along with hand tools or hardware. The window is varied every third week.

Direct mail, newspaper and radio give due promotion to power tools along with other merchandise. Some 6,000 postcards are addressographed and sent out on alternate months to home-owners in Fairfax and Arlington counties, and power tools share in this regular promotion. Any factory literature on new tools or new features also is stuffed into the monthly statements sent to customers.

Newspaper ads in the county papers and daily spot announcements on the local radio station further call attention to power tools.

Yeatman's makes every effort to satisfactorily handle repairs on power tools bought from them. Guaranteed 90 days, the tools seldom raise difficulties even beyond the warranty period.

Kale had few instances to recall but did cite a saw with a cracked housing he was called upon to repair. He ordered the part from the factory, put it in for the customer, and made a charge of about $2.

"The repair calls have been so few and far between, that it is very likely many customers do their own repairs, since a man who

(*Continued on page 61*)



Gilbert Maloy carefully letters signs on the balcony of the Pocahontas store to point up seasonal merchandise. Many items, including seeds (below), have developed into important volume-builders through the Maloy promotional activities. Signs and letters, the owners believe, put the public in a "buying mood"

They're building business by --

Selling with Signs

By S. W. Ellis



THEY'RE "sign-and-letter happy" —and they admit it at the Maloy Hardware & Trading Co., two thriving hardware stores operated at Pocahontas and Walnut Ridge, Ark., by Carl and Gilbert Maloy, brothers. Signs, made in their stores, and chatty letters, produced on their own mimeograph machines, promote seasonal items the year-round and give customers ideas for buying.

These two dealers have used their signs, letters and promotional ideas to build two successful hardware stores. "We believe that the same promotions that work profitably in the big cities work equally well in the small ones," said Gilbert, who manages the store at Pocahontas. "Good signs pay just about any dealer who uses them. I mean good signs, though. That does not include carelessly-lettered signs that are made by an amateur who cannot handle an air brush. But a neat sign that has something to say will get attention."

The balcony of the Pocahontas store has been turned into a sales promotion department for both stores. Here, Carl Maloy, an expert sign painter, makes the signs for both stores. Here also is one of the two mimeograph machines that turn out letters that sell merchandise.

The sales promotion department on the balcony is worth far more in extra volume than if it were used for storage of merchandise, Maloy said. A long table is provided here for sign-painting. Supplies are kept in a small storage cabinet. The mimeograph machine occupies another corner. When the two brothers are not needed on the sales floor or at the Walnut Ridge store, they usually can be found on the balcony, producing signs and letters.

Using the air brush and bright colors, Maloy makes signs to use as streamers across the front of the store and to point up seasonal items inside. During the spring and summer, and even late into the fall, baby chicks are one of the fastest selling items in the stores. Poultry supplies, seeds, plants, dairy supplies, and butchering items also enjoy a healthy volume.



Goldfish, given free with every dollar purchase, are promoted with hand-lettered signs

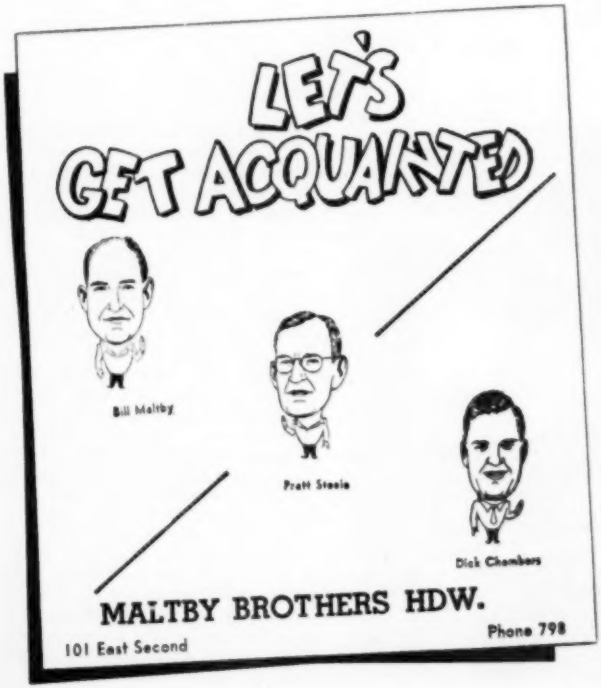
Maloy makes the big, bright signs tell his brief story for whatever item is being promoted. Carl Maloy does most of the painting, but Gilbert also can use the brush skillfully.

When prices are used on the signs, provision is made for easy changing. This is important when prices are lowered at the end of the season. The baby chick sign, for instance, is changed often, starting with the top price. "Promoting baby chicks with big signs out front results in traffic throughout the store," Maloy said. "We seldom sell chicks in any amount without selling brooders, feeders, and other items."

The mimeograph machines are used by the entire personnel. Every employee has acquired some skill in cutting stencils or running off the letters. About 2,000 letters are made at a time. Sometimes, instead of letters, the run is an illustrated circular, promoting seasonal items also. These are used as package stuffers, and every wrapped package contains one. Written in a breezy style, with letters signed by Carl Maloy, the mimeographed stuffers and mailing pieces prove about the least expensive advertising medium the store has ever used.

The fronts of the stores are never without signs promoting some item designed to attract traffic. From January until fall, for example, seeds also are displayed out front in bushel baskets, as well as in bins and package stands just beyond the display windows. Seeds and growing plants are im-

(*Continued on page* 61)



◆

'Let's Get Acquainted' Idea Helps Sales Volume . . . .

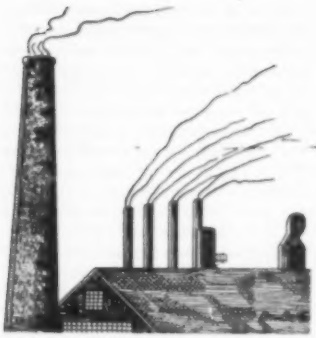
IN ORDER to help create the "personal relationship" that many customers prefer in the firms with which they do business, Maltby Brothers Hardware, Bartlesville, Okla., recently won attention with a newspaper ad entitled "Let's Get Acquainted," which presented the store personnel in cartoon form.

Customers like to shop where they can call store personnel by name, owners of Maltby Brothers Hardware believe, for they feel that a closer bond exists and that they will receive better treatment by the store.

Getting acquainted is one of the oldest proven methods of building a sound business and a large number of repeat customers, the owners believe, and the recent advertisement was used to help prospective customers become acquainted with members of the store.

A Report on the

STEEL OUTLOOK



By J. V. Honeycutt

IN CONNECTION with the subject of the steel supply one thing is clear: it has never been greater in the history of our nation. Steel is pouring from the furnaces at an unprecedented rate, in excess of 2,000,000 ingot tons weekly. Production has exceeded 2,000,000 tons for 37 weeks of the 47 weeks so far this year.

I estimate available steel supply will total in excess of 80,000,000 tons in 1951. I think of steel supply in terms of finished steel-structural shapes sheets, pipe, castings, rails, bars, plates, wire and wire products, etc. It is measured in the tons of steel that are bought and sold and for which under the present Controlled Materials Plan allotments are issued by the N.P.A. These product tons in excess of 80,000,000 are the result of being able to produce approximately 105,000,000 tons of ingots and in addition approximately 2,000,000 tons of steel for castings in 1951.

It is my estimate that there will be approximately 88,000,000 product tons available in 1952, starting with about 21,000,000 product tons in the first quarter and increasing each quarter as the year progresses. . . The figure of 88,000,000 product tons in 1952 is based on approximately 113,000,000 tons of ingots plus approximately 2,500,000 tons of steel castings. At the conclusion of the present expansion program in 1953 there will be about 120,000,000 ingot tons for steel products which will yield 90,000,000 tons of finished steel products, and in addition there will be 3,000,000 tons of steel castings, making the total net steel supply 93,000,000 tons.

In the all-out war of 1944, a total of 69,376,000 product tons were produced. In 1951 the shipments will be approximately 11,300,000 product tons in excess of this figure.

As we see it, the needs of the steel-consuming industry divide into two segments—military and civilian. . . .

We have just finished carefully surveying our order books, which are now filled for the month of January 1952, and find that the orders with military allotment symbols totalled approximately 7.8% of the total tonnage accepted for delivery in that month. I do not know the composite picture for all members of the steel industry, but with the varied steel products made by Bethlehem, it is reasonable to assume that our order acceptance of the military is probably proportionate to that of the industry. Thus it is apparent that real demand of the military, as evidenced by orders placed, is far less than the stated requirements as projected for the first quarter and less than the allotments granted.

The matter of furnishing steel for the shell program is an example. We find that we were able to secure orders for only 60% of the tonnage of shell steel we were directed to produce in the month of January. The other 40% of the steel tonnage reserved for the shell program has not materialized in the form of purchase orders. . .

The so-called civilian demand is the result of the addition of many thousands of "requests" or "stated requirements." . . .

Our major concern is to obtain a realistic figure of demand. The "requests" or "stated requirements" do not provide this realistic figure and, therefore, it is not a sound basis for the appraisal of real demand.

Under the Controlled Materials Plan a system of steel rationing is in operation. It has been our observation that once the consumer has been given an allotment of steel, every effort is made to place orders on the mill. The steel may not be as urgently needed as originally contemplated when the "stated requirement" was filed, but the buyer cannot bring himself

Steel is the all-important factor in determining the prospects for supplies of most "consumer durable goods." In the accompanying article are given the most pertinent portions of an authoritative statement made before a Senate Committee in Washington in early December by Mr. Honeycutt, who is an executive of Bethlehem Steel Co. In contrast with the arguments advanced by NPA officials, Mr. Honeycutt says in effect that there would be plenty of steel today for all military and important civilian needs if it were not for the artificial demands created by government controls.

to give up his ration ticket because he is not certain as to whether or not he will get his share of ration tickets in the next quarterly period. With this government rationing system in effect and knowing little of what the future holds with respect to ration tickets, the buyer feels obligated to secure the steel at once even though later delivery might be in time for his requirements.

We think today that sugar is in adequate supply. If an announcement was made today that sugar would be rationed and that starting next Monday only the buyers with ration tickets could secure sugar, there would be created a demand for sugar far exceeding the supply. Once the ration tickets had been issued, buyers would continue to use their ration tickets for sugar regardless of their real needs. We find this is exactly what is happening in steel today.

The Controlled Materials Plan perpetuates the idea of rationing, and, until it is revoked, the relationship of demand and supply will not find its practical level.

Mr. Grace made the statement recently, "In our business we have a feeling we will have to find customers for our products before long. I expect this to be evidenced before the end of 1952. We know there is not the kind of steel demand now for war goods that there was in World War II."

As previously mentioned, I estimate that a supply of 80,600,000 product tons is available in 1951. The figures released by the D.P.A. earmark approximately 4,000,000 tons for the military in the last six months of 1951 and, estimating military in the first half at 2,000,000 product tons, there is available a total of 74,600,000 product tons for all other consumption. I would like to point out that the total product tonnage available *for all uses* in 1950 was slightly less than this—73,800,000 product tons.

Looking ahead to 1952 with an estimated 88,000,000 product tons available, deducting 10,000,000 tons for the military needs (and I think this is liberal) would leave 78,000,000 product tons for all other needs. . .

I will deal specifically with several of the major products.

In our study of the demand situation we find the following with respect to fabricated steel for construction.

Structural Steel Shapes. The fabricating industry order book backlog as reported by the American Institute of Steel Construction has been steadily decreasing since the month of April. . . When we examine the industry's monthly bookings we find that actual orders placed for fabricated structural steel in the month of October are less than 50% of the orders booked in January, 1951. Monthly bookings by the industry since January have shown a consistent trend downward. . .

It is difficult, therefore, to reconcile our experience and the experience of the members of the American Institute of Steel Construction with the statements that the requirements for construction for the 4th quarter of 1951 were more than twice the available capacity and that the overall demand for structural shapes was 223% of supply. . . With a decrease in structural fabricating activity ahead of us as evidenced by the decreasing backlogs, decreasing monthly bookings and decreasing volume of inquiries, we come to the conclusion that our structural mills will not have sufficient orders to support full operations through the second quarter of 1952. . .

Cold Rolled Sheets are used principally for automobiles, household appliances(such as washing machines, refrigerators, ranges) containers and contractor's products such as air conditioning machines, refrigeration, etc. The supply of cold rolled sheets for 1951 was increased materially by the use of finished conversion steel estimated to be as high as 20,000 tons monthly. . . As we face 1952, we find little desire on the part of the consumers to continue arrangements for the production of cold rolled sheets from conversion steel. This is understandable because the curtailment on the manufacture of passenger automobiles and consumer durable goods has removed a considerable tonnage

(*Continued on page* 62)

Hardware Groups to Meet at Palm Beach in April

THE 1952 JOINT convention of the Southern Wholesale Hardware Association and the American Hardware Manufacturers Association will be held at Palm Beach, Florida, from April 6 to 10. First announcements of the convention plans were mailed by both associations to their members on December 15.

This will be the fifth joint convention of the two associations to be held in Florida's Golden Coast resort, starting with the golden anniversary convention of the Southern group in 1940.

The same hotels will house the convention as heretofore. Headquarters will be at the Palm Beach Biltmore, where business sessions will be held and all convention activities centered. The Whitehall and the Mayflower hotels will also help take care of the convention crowd.

The Biltmore and the Whitehall will operate on the American plan only (room and meals) with rates the same as at last year's convention. The Mayflower will operate on the European plan only, with an arrangement whereby Mayflower guests who so desire can get their meals at the Biltmore at a special convention rate. The three hotels are closely adjacent to one another, on the Lake Worth water front.

Requests for hotel reservations should be mailed direct to the hotel where rooms are desired. This is in contrast to last year's plan, wherein the Biltmore served as a clearing house in handling all hotel reservations.

The advance registration plan will be used as before, and advance registration directories will be available on Sunday, April 6. On-the-spot registration of members of the two associations will start that day, and non-member registrations will start the following day. First business sessions will be on Monday, April 7. The convention will close on Thursday, April 10.

The convention committee, in charge of general convention arrangements, includes Fred C. Barksdale, president, and T. W. McAllister, managing director, of the Southern Association, and Richard L. White, president, and A. L. Faubel, secretary, of the Manufacturers' Association.

By Stuart Covington

MODERN SALES METHODS



here's a selling program designed to create business

A STORE-WIDE merchandising program designed to create sales opportunities has resulted in more purchases per customer and a greater sales effort by personnel at the McGee-Ross Hardware Co., Jackson, Tennessee.

Secretary-treasurer W. C. McGee, who operates the business in partnership with Hugh C. Ross, president and general manager, and Spencer Truex, vice president, believes that the store's stiffest competition comes not from other local hardware stores, but from the large mail order houses, one of which has a retail establishment near the McGee-Ross store. While McGee-Ross cannot in every instance match the prices of this store, it does try to offset this competition by arresting displays and modern merchandising methods.

An outstanding example of this program is in the china and gift department which is located in a large alcove at the rear of the store. Since this department cannot be seen readily by customers upon entering the store, one or more island displays of china and gifts are maintained in the main store to attract attention. Customers interested in these displays are directed to the china and gift section.

The first display encountered in this department is a large round table. Properly arranged on the table is a complete service for eight in china and crystalware. This is known as the "bride's table." The service displayed represents a pattern selected by a local bride-to-be. A card placed on the table bears the name and address of both the bride and the groom, and also lists the number of pieces already sold.

"We feel that by properly displaying the pieces in their natural setting, they will attract more attention and appeal to more prospects than if they were merely arranged on a counter or shelf," McGee explained. "We also list the groom's name, because he, too, may have friends who wish to buy him a wedding gift."

As a result of this attractive

(*Continued on page 64*)



Mrs. Harris is able to determine immediately for a customer whether a bridal service has been completed or what pieces are missing. Information is maintained in the department's alphabetical card file



The Outlook for Supplies

WILL GENERAL hardware lines be in plentiful supply during the coming year? Or will the expanding defense program absorb so large a portion of our metal supplies that production of "consumer durable goods" must be curtailed substantially—with a resultant scramble to maintain wholesale and retail inventories?

The question is of immediate concern to the hardware trade because buying policies must be geared to the outlook for supplies of merchandise—and, to some extent, to the probable trend of prices.

50% Steel Cutback

Anyone whose thinking is influenced primarily by a study of the regulations and accompanying press releases issued by the National Production Authority in recent weeks would regard the outlook as very gloomy indeed. For these regulations call for a 50% reduction from the base period in the consumption of steel in the production of most consumer goods in the first quarter of 1952, and a much more drastic cut in the use of copper and aluminum.

To determine the outlook for 1952, comments have been invited from a number of manufacturers of hardware and allied lines, and will follow this summary of the situation. This editorial analysis, however, is based primarily on authoritative information received from other sources as well as on a careful study of problems of supply and demand.

The basic problem concerns the defense program and its demands on our metal supplies.

The outcome of the negotiations in Korea may have little bearing on the situation. Whether the "police action" continues there or is followed by an uneasy truce, it is generally assumed that our military preparedness program will be continued—not as planned, for it is now far behind schedule, but probably at a steadily accelerated rate. The lag in the defense program has been due largely to continued rapid improvements in our principal weapons of war. Plane and tank designs of only six months ago are obsolete today; which explains the reluctance to standardize on 1951 designs and start mass production programs.

Irrespective of the progress of the defense program, the basic fact remains that military demands cannot be expected to cut so deeply into our available supplies of steel, aluminum and some other materials as they did in the years immediately following Pearl Harbor.

Some recognized authorities say there would be plenty of steel today for all military and essential civilian production if it were not for the artificial demands created by governmental restrictions. For under the CMP program there is a general tendency to ask for larger allotments of metals than will be needed, as a safeguard against a possible scaling-down by NPA of the quantities requested. There is no penalty for making excessive demands.

Steel Expansion

An important factor in the equation is the recent and current rapid expansion of our steel production facilities. 1951 production of steel was approximately 20% greater than in 1944, the peak year of the war effort, and there will be a further substantial increase in production capacity, of perhaps 12 to 15 percent, during the next two years.

And, too, military demands on our steel supplies are far below what they were during the years of World War II. For one thing, there was a tremendous shipbuilding program then; while we have nothing of that kind today, in progress or in prospect.

For a considerable period during World War II substantially more than one third of all our available steel was being used in the war effort. In striking contrast no more than about 10% to 12% of our current steel supply is being used in the defense program.

Accordingly, regardless of current CMP allotments, some leading manufacturers of hardware products do not seem to think their 1952 production programs will be seriously affected by steel shortages. For while the general industry reductions in CMP allotments are widely publicized, usually there is little publicity when manufacturers get some relief from NPA.

The aluminum situation, too, is by no means so gloomy as it is frequently pictured. Tremendous quantities of aluminum are required in the defense program—and, particularly, in the construction of a modern bomber, which is more or less armor-plated with aluminum. But the production of aluminum has been and is being increased so rapidly that some manufacturers of hardware products expect by the end of the current year to be getting about all the aluminum they need.

Copper Shortage Acute

The copper situation, however, is another story. Production could not be increased to take care of military and essential civilian needs. In consequence, there is an acute shortage of copper which is expected to get worse as the months go by.

The probable result of all this on production of hardware lines may be visualized by a quick glance at a product—screen cloth—in which all three CMP products—steel, copper and aluminum—are used.

Despite the shortages of zinc, screen cloth manufacturers seem to be doing a pretty adequate job of taking care of the demand for galvanized screening at present, though it is possible that supply will exceed demand later in the year. Anyway, there seems to be no immediate problems here so far as steel is concerned.

Because of the acute shortage of copper, however, it is expected that the production of bronze screen cloth will have to be cut drastically during 1952 and the supply will be far below demand. But aluminum screening is a very satisfactory substitute for bronze and screen cloth manufacturers have been receiving liberal allotments of aluminum from the NPA. As a result, greatly increased production of aluminum screening, as compared with prewar, may make up for the forced reduction in bronze.

Also, plastic screening has come into the picture in recent years. The performance of plastic cloth, generally, has been quite satisfactory—and there is no apparent shortage of this material.

Any products in which copper is an important component may be expected to be in short supply during 1952. Among such products is ammunition. Production of both shotshells and metallic cartridges may have to be reduced substantially this year because of shortages of both copper and lead.

As for hardware lines in general, other factors must be considered aside from the probable production of such lines during 1952. Among such factors are current inventories, both wholesale and retail, and the extent to which the heavy buying of recent years may have satisfied consumer demands.

The buying of "consumer durable goods," in particular, has been very heavy since the end of World War II. In actual physical volume, hardware sales since the war have been running at about double the prewar rate. This means that the accumulated shortages of the war years have been pretty well supplied. Then, after the Korean "police action" started in 1950, there was an inventory-building boom for several months, with such heavy buying that both wholesale and retail inventories were built up to levels far above normal.

But the inventory-building boom subsided during the early months of 1951. Since then the buying of hardware lines in general has been down to a reasonably normal level. Wholesale and retail inventories have been reduced—but perhaps, on the average, are still some 15% to 20% above the level of a year ago.

Current inventories, while still above normal, are no doubt unbalanced. In the case of hardware dealers who handle "big ticket" merchandise, it is quite possible that many still have excessive inventories of major appliances, with inventories of general hardware down to a normal or sub-normal level.

To sum up, the present prospect as this is written, in mid-December, is that most hardware lines will be in reasonably adequate supply, at least during the first several months of 1952. The exceptions are products in which copper, lead and zinc are used—and in such lines, production will probably have to be at a greatly reduced rate as compared with the last year. As for aluminum products, any shortages here will probably be wiped out by the end of the year, as new aluminum production comes into the picture.

Consumer demand probably will continue at a high level during 1952, since the expanding defense program should provide reasonable assurance of continued general prosperity.

Another factor in the equation is the probable price trend during the coming months. If there is another round of general wage increases, as seems probable at the time this is written, prices will have to be advanced all along the line. It is folly to think, as some of the long-haired economists in Washington apparently do, that wages can be increased substantially without any resultant increase in prices. And the expectation of general price increases could conceivably bring a wave of speculative buying similar to the inventory-building boom of a year ago.

Following are manufacturers' comments on the supply situation for 1952. Others indicated in their replies to the inquiry that the uncertainties of the situation made it impossible for them to make a statement for publication at this time.

* * *

IN OUR FIELD, anyone who makes a firm prediction beyond the first quarter of 1952 should have his head examined. It seems reasonably safe, however, to look ahead three or four months.

There should be some easing in the supply of the lighter fastener sizes due, largely, to the forced curtailment of the production of automobiles, refrigerators, etc. On the other hand, there certainly is no relief in sight for heavier products made from open hearth bars. I am referring generally to bolts and screws larger than ½" diameter and cold punched or semi-finished nuts in the comparable size range. Here the demand should increase, if anything, and there seems to be no early chance of improvement in the steel picture so far as bars are concerned. **—Harry O. McCully, Vice President in Charge of Sales, Russell, Burdsall & Ward Bolt and Nut Co., Port Chester, N. Y.**

WITH THE CUTS in manufacturers' allotments of steel, copper and aluminum, it appears certain that anything made largely of metal is going to be somewhat scarcer by spring. Power lawn mowers are recognized as essential to maintain standards of living and property values, but in spite of recognition of the industry as essential, cutbacks in the use of steel, copper and aluminum have been serious. The demand remains high, and it is certain that there will be the usual shortage of name brand power lawn mowers during the active 1952 spring season.—**Sam Briggs, Vice President, Lawn Mower Division, Reo Motors, Inc., Lansing, Mich.**

* * *

WE EXPECT A year of good demand for all of our products. We think it likely that during the second half of the year steel products will probably be in better supply, but this may be the result of further improvement in our control system. We certainly see no reason for an over supply of any of our type of materials in the immediate future. Any slowing down in the demands of the defense program should be more than offset by the needs of regular customers, practically all of whom are getting less than they would like to have and in many cases, less than it takes to keep their own operations going at a satisfactory rate.—**C. F. Williams, General Manager of Sales, Atlantic Steel Company, Atlanta, Ga.**

* * *

WITH THE ACTUAL CMP allotments for the first quarter of 1952 now in the hands of manufacturers, we are quite certain of the limitations to be imposed by the NPA in the output of consumer durable goods for the first three months of next year. Forecasts which have been made by NPA officials in Washington indicate that there will be very little relief in the second quarter of the year and perhaps on certain metals even more stringent restrictions may be expected.

Thus, looking forward to the first half of the coming year, it is quite probable that electric appliances and housewares in general will be in considerably smaller supply from the manufacturers than in either the first six months or the last six months of the past year.

This is particularly true of products which require copper, aluminum, or nickel. We have hopes that aluminum in the latter part of 1952 will be in more free supply, but it is very doubtful that the copper and probably the nickel situation, will improve in any way throughout the entire new year.

While it is true that because of large inventories and substantial production during the past year, appliances and housewares have been and still are in ample supply at the dealer level, we are of the opinion that such merchandise will become progressively in short supply from month to month in 1952. —**B. C. Neece, Vice President, Landers, Frary & Clark, New Britain, Conn.**

* * *

THE LUMITE DIVISION manufactures a plastic screen cloth . . . which is woven from a vinylidene chloride filament known by the trade name of "saran." The availability of this screen cloth, then, depends on our ability to obtain sufficient supplies of saran filament, as well as the facilities available for weaving. There is also a third factor which, to date, has been significant, but not so great as to curtail, to any major extent, civilian consumption. This, of course, is the past and continued requirements of the nation's armed forces.

Up to the present time, we have been able to supply our wholesalers and manufacturers with their requirements on a fairly good delivery basis. It is my feeling that, although the delivery date may have to be stretched during the first quarter and possibly the early part of the second, we should be able to supply our customers' demand.—**William Volk, Sales Manager, Lumite Division, Chicopee Manufacturing Corporation of Georgia, New York, N. Y.**

* * *

ALL OF THESE products (poultry netting, hardware cloth, industrial wire cloth and wire strand) go to the trade galvanized, and some of them require a great deal of zinc in the manufacturing process. The zinc situation has been very tight for the past six months, and it was expected that allocation and its curtailed use by the automotive industry would bring about relief for those using the metal for galvanizing.

The situation for December was the worst it has been in the last six months, and we see little relief in sight. The allotments of steel for wire products under the M-6A order, we believe, will be sufficient to meet mill requirements and for products requiring a small amount of zinc such as galvanized wire strand.

Before poultry netting will no doubt be in sufficient production to somewhere near meet the requirements. Galvanized after netting and hardware cloth with heavy zinc coating will, without question, be in short supply if the zinc shortage continues.—**George F. Wright, President, G. F. Wright Steel and Wire Co., Worcester, Mass.**

* * *

THE BIG PICTURE seems to be this: Steel supply will improve over 1951, with the possible exception of galvanized products. Copper will continue in short supply. Aluminum will be tighter during the first part of 1952, but should ease some during the last half of 1952. Non-metal building materials will be available for all building permitted under current regulations. In general, there will be a decline in non-defense construction which probably will help counteract some material shortages.

Knowledge of government regulations, DO ratings, and allotments will be of prime importance in 1952 for contractors, architects, and building supplies dealers. Many of the essential building items are "controlled materials." By using ingenuity architects and builders can adapt their plans to conform with limits of the regulations. By using the allotment symbols provided, they can obtain the necessary materials.

Until the issuance of NPA Order M-89, dealers who depended on jobbers for supplies had no priority assistance in replacing their stock of some items. Now, however, dealers can give DO ratings or allotment symbols on orders for replacement stock based on a percentage of the amount purchased during the base period, 1950. Dealers should learn about them and use them. They can easily mean the difference between profit and loss in 1952.—**D. F. Scales, General Sales Manager, Southern States Iron Roofing Co., Savannah, Ga.**



The attractive display room, once a discarded streetcar, is roomy enough for customers to enter and closely inspect the wide selection of appliances on display. At least one of each appliance sold is shown at all times

A remodeled street car is

Solving a Space Problem

By William Bottenhorn

A SMALL STORE with limited facilities for display is no great worry for Hubert C. Hovekamp, owner of Hovekamp Hardware Company, Newport, Ky. Though his store provides only 450 square feet of floor space, Hovekamp manages to maintain an inventory of some 15,000 items and has built up a substantial business partially as the result of an unusual display device which has attracted customers to his store.

When the business was established, Hovekamp managed to find methods for displaying the small items satisfactorily, but bulky items such as major appliances, lawn mowers and television sets posed a considerable problem. Consequently, Hovekamp put his ingenuity to work and arranged to display these large items in a street car—a discarded one, that is.

While searching for a means of displaying major appliances, Hovekamp learned that the local transportation company had put up for sale a number of old street cars. He purchased one of these and had it remodeled completely. Hovekamp had purchased the vacant lot which was adjacent to his store and the street car was located there—as a supplement to the main store. Residents of the neighborhood objected to the idea at first, but Hovekamp landscaped his new property and remodeled the street car so attractively that complaints were quickly withdrawn.

In this unusual "showcase" Hovekamp displays refrigerators, gas and electric stoves, washing machines, television sets and other appliances. A sign in one window of the street car directs customers desiring to make a purchase to visit the main store next door. So far the results have been entirely satisfactory, Hovekamp says.

While Hovekamp has managed satisfactory displays in the limited space available in his main store, it has been necessary for him to resort to some ideas not found in more conventional stores. For examble, wall shelves were designed to fit specific merchandise. Shelves are not quite as deep nor as high as in larger stores and the spacing is not uniform. Some sections have more shelves than others. Hovekamp makes full use of the height

(Continued on page 66)



The novel "display case" has a plate glass front, and appliances are easily visible to passers-by. Customers can enter car to inspect merchandise by applying at the adjoining main store



In store's House of Plastics, Frank Nichols, right, shows customer a plastic pillow. Cushions and plastic covers for backs of chairs are displayed on an island display in the center of this special section

By Warner Ogden

HOUSE OF PLASTICS

with shortages predicted, plastics can be an important source of volume



Plastic housewares are displayed in U-shaped nook. Company promotion points out the durability of the line—specially good for use in camps, trailers, boats, and other vacation uses

•

In another section of the House of Plastics, canister sets and bowls are displayed. Company has found that a wide assortment of colors has a special appeal for the housewife

A HOUSE of Plastics is a successful project for the W. W. Woodruff Hardware Co., of Knoxville, Tenn., and it promises to be even more successful in view of the predicted shortage of metal products.

Woodruff's had sold a scattering of plastic items in the housewares department prior to grouping them in one section early in 1951. Frank Nichols, department manager and buyer, explained: "What impressed us in plastics was the large showing of plastic items at a housewares show. We decided to start a House of Plastics and carry



a full line of these plastic items.

"Plastics have been plentiful. Deliveries have been good, and there has not been any shortage. They are easier to get than metals, as well as being less expensive. More items are being introduced in plastic and are becoming more popular with customers. For instance, most kitchen items and quite a few of the bathroom fixtures are made in plastic now, in all colors. Perhaps our most popular items are cannister sets and bread boxes. Plastic tableware also is being widely accepted now."

When Woodruff's decided to group plastic items in one section and call it the "House of Plastics," the 87-year-old firm just used a corner of the housewares department, on the second floor, and created a new department. This section already had undergone a gradual remodeling and modernizing job, and had been equipped with lighted wall display shelves.

These adjustable glass shelves, of varying widths, were especially suitable for plastic items, for they could be tailored to fit the items to be displayed.

The colors of plastics add much to their attractiveness. They are available in all colors of the rainbow, and this factor is appealing to women customers. Fixtures in the House of Plastics section are given a touch of color also: the cut-out letters just over the wall displays are in green with silver edging, and the wall background is a soft blue.

In front of the wall displays are



Woodruffs used this ad to announce the opening of its new House of Plastics to its customers. The ad which stressed the practical nature and durability of the merchandise pictured a number of the items from its stock of nearly 100 different products. Located in a separate, colorful section, the House of Plastics is being widely accepted by customers. Adjustable shelves give department an attractive, tailored appearance



pyramid displays for plastic chair covers, mats in floral and fruit designs, shelf edging, and numerous other household items. The department is U-shaped, and one of the short side wall displays is used for dishes only. A table has been fully set with plastic items, to demonstrate their attractiveness.

"People didn't realize just how many items were being made of plastic," Nichols said. "We started our House of Plastics with an ad and got a lot of business. We sold merchandise we had never sold before."

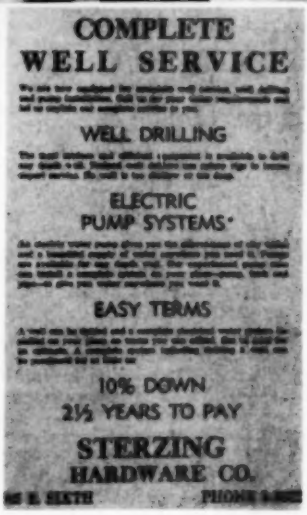
The plastics department was built by a member of the organization in a short period of time. "In making our displays, we placed fluorescent light bars over them. Gradually we have added to the displays, for plastics seem to grow more popular every day."



Company operates its own service equipment, right, and finds it an advantage in selling to dig wells for customers also. Customers favor dealers who handle all phases of the sale and installation

Service is the door-opener in

Selling WATER SYSTEMS

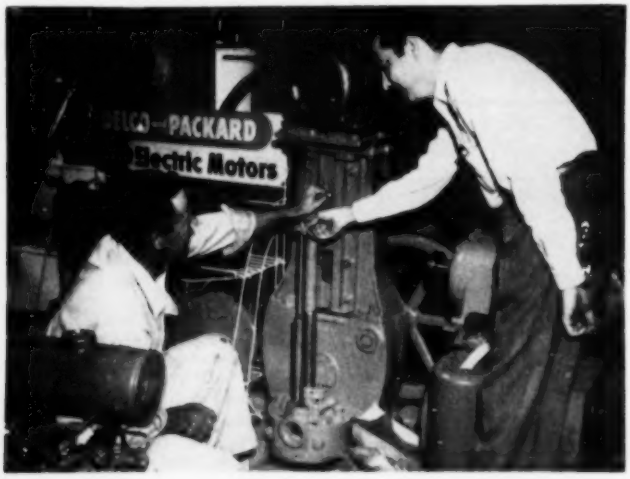


STERZING Hardware Co., of Austin, Texas, credits its large water systems volume to one factor—service.

"Service," said C. T. Sterzing, owner, "is the most important phase of this business." And though servicing water systems can be a chore, he is properly equipped to handle all calls with a minimum of time and expense and seldom experiences any difficulties.

"To eliminate as many service calls as possible," he pointed out, "a new water system owner is taught how to locate his own trouble and, thus, remedy the fault himself. Once properly installed, a system can be counted upon to give care-free service; but outside factors will develop invariably.

"Most of our service calls are due to, say, an ant getting inside the motor housing and lodging between the ignition points. Then the motor won't operate. Again, maybe a field mouse will get caught in the works just as the motor goes on. This will throw the mouse around inside the works and possibly loosen or break wires. There is no way to overcome these hazards. But, if the owner is taught what to look for, he can repair the trouble. His concern is to get his system back in operation, and by learning how to locate and remedy the trouble himself, he saves delays and expense."



Buckeye POWER & HAND LAWN MOWERS

HAND LAWN MOWERS

Lightened by modern alloys, toughened by modern steels, improved in many ways, BUCKEYE Hand Mowers continue to dominate the field by fine performance and economical pricing, just as they have done for many years.



You can't offer your customers better values. Five models, each with many features, to fit every type of lawn care. Be sure to ask for particulars on the BUCKEYE Hand Mowers.

The power mower market is still expanding; but buyers are more selective. Dealers know that demand is rapidly switching from mere engines, gadgets and glitter to an insistence on real performance.

BUCKEYE Power Mowers satisfy customers and build reputation because they combine modern engines, materials and design with plenty of practical lawn mower experience. That is why dealers find them increasingly profitable to handle.

Six walking models; 20", 24" and 28" single cut; 48" cut with trailer units. Also riding models with wider cuts. A line that you can stock and recommend with complete confidence.



Information on request

PLEASE ADDRESS Dept. LM-55

MAST-FOOS MANUFACTURING COMPANY
SPRINGFIELD, OHIO
POWER & HAND LAWN MOWERS

IT'S *New! original! Profitable!*

WICK LAWN EDGER

AT LAST A REALLY GOOD LAWN EDGER

A real profit maker, a really good lawn edger at last! The Wick Edger's new and original design makes the cutting knife follow the contour of the ground so that it will not dig or plow. Your customers will like the Wick Edger because it is constructed to facilitate the greatest possible ease of handling. The knife is self-adjusting and self-sharpening, the heavy gauge spring steel cutting wheel and blade are heat treated for long life. A 4 inch rubber tire guides the edger along smoothly and without strain. Approximate unit weight, 3 lbs., handle length, 48 inches.



Write for complete information

Amplex ENGINEERING, INCORPORATED
NEWCASTLE, INDIANA

STRONG ON SALES LONG ON PROFIT



FRABILL'S *String 'em*
De Luxe
CHAIN STRINGER

. . . full 60" . . . welded link . . . cadmium plated . . . fitted with needle, 8 individual slide hooks . . . additional slide hooks available.

FRABILL MFG. CO. 938 W. Walnut St. Milwaukee 5, Wis.

When Sterzing first began selling and servicing water systems, he made a mileage charge on service calls. "But often there was a disagreement over the mileage," he said. "Now we make a flat hourly charge of $7.50. The time includes both going and coming. And there are no complaints over the amount charged."

In December of 1950, Sterzing began operating his own drilling rig. In May, he added two more rigs. By the middle of May, he had completed 17 wells.

"It is not necessary to operate your own drilling rigs," he said. "But by doing all your own work, you have an advantage. For instance, systems cannot be sold and installed until a well has been completed. Right now we have 24 well-digging jobs booked ahead."

Having a crew of men who know all phases of the business offers still another advantage. The water system customer who is buying his first unit must look to someone for advice. He will not know, for example, just what size pump he will need for his present or future requirements.

"Many factors depend on the flow of the well," Sterzing pointed out, "and the depth of the well introduces another factor to be considered."

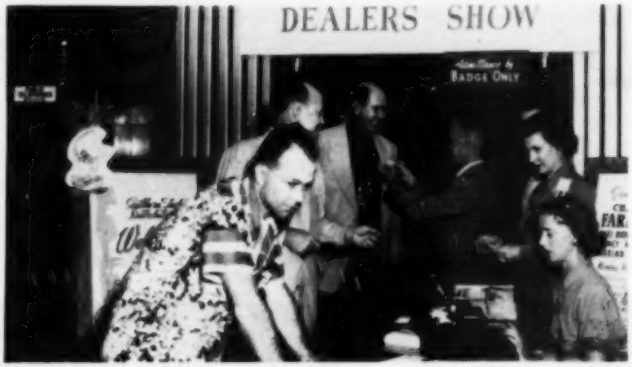
Many times an old well will have to be cleaned out before a system can be installed satisfactorily. "In this case," Sterzing said, "without your own equipment, the sale may be delayed several months. The customer may have to wait until a rig is available in his immediate territory. And the time to sell a water system is when the customer is ready to buy one. A long wait can stall a sale indefinitely."

There is no one pump, nor one size pump, that will be adaptable to every need, Sterzing said. "We stock pumps from one-fourth horsepower to seven-and-a-half horsepower. And because we do not feel that we can afford to limit our sales to areas where electricity is available, we also stock various sizes of gasoline units."

In spite of the volume of water systems sold, Sterzing spends very little on advertising. "And I employ no salesmen," he added. "The best salesman a water systems dealer can possibly have is the prospect's next door neighbor."

Sterzing's customers include both farmers and city people. "City people want the convenience of running water in their cabins at the lake or out in the country," he pointed out. "Eighty percent of the farmers buy a water system for home convenience. The other 20 percent will want a water system primarily for their stock; and 98 percent of these will want a unit large enough to accommodate their homes, too. The remaining two percent just have acreage where they run cattle."

The service truck with the "A" boom shows a small profit. "But that is better than merely breaking even," Sterzing concluded. "Were it imperative, we could stand to lose a little on our service department, for the loss could be charged against advertising. And prompt, efficient service is the best type advertising any water systems dealer can use."



More than 450 dealers registered for the show. In the background, C. B. Dunn, president of the company, pins a badge on a visiting dealer

All-Dealer Fishing Tackle Show Attracts Large Crowd

MORE THAN 450 retailers attended the all-dealer fishing tackle show sponsored by Southern Tackle Distributors, Inc., wholesalers, in Miami, November 4-6.

Visiting dealers, who came from all over the state of Florida and from as far away as Cuba and the Panama Canal Zone, viewed more than 110 lines of products which were exhibited in the 49 booths.

The extensive program included a sail fishing trip, casting exhibitions, and a buffet supper for visitors.

Southern Tackle Distributors, Inc., was organized in 1946 and since that time the company's outside sales force has increased from one to eight men who cover the states of Florida, Georgia, Alabama, Mississippi, and North and South Carolina.

The company is under the direction of Charles B. Dunn, president, and T. Walter Killilea, secretary-treasurer.



WASHINGTON NEWS

(*Continued from page 43*)

ulation will have on them. OPS officials said that a tailored regulation may be necessary as CPR 22 has not worked well for the lawn mower industry. It is expected that prices for both wholesalers and retailers would be included in such a regulation.

Committee members expressed concern as to the effect of the new excise tax on their industry. They pointed out that the wholesaler and the retailer are not permitted to do this. Yet the manufacturer has to stand the expense of collecting the tax and in many cases financing it for his wholesalers and retailers for a period of several months.

◆

Power Tools

(*Continued from page 46*)

works with tools already has the skill," explained Kale, adding that all parts are obtainable from the factory. "Furthermore, we handle a quality line that is expected to stand up under normal wear."

Generally, a cash business is encouraged, even in these higher-priced items. But a deferred payment plan is in effect, whereby the customer pays one-third down and the balance in monthly payments with a carrying charge that may vary from three to 10 percent, depending on the length of time the customer is taking to pay. For example, on a $70 item, there will be a carrying charge of $2.12 if the customer plans payment within three months. The charge increases with 6-month and 12-month payments.

◆

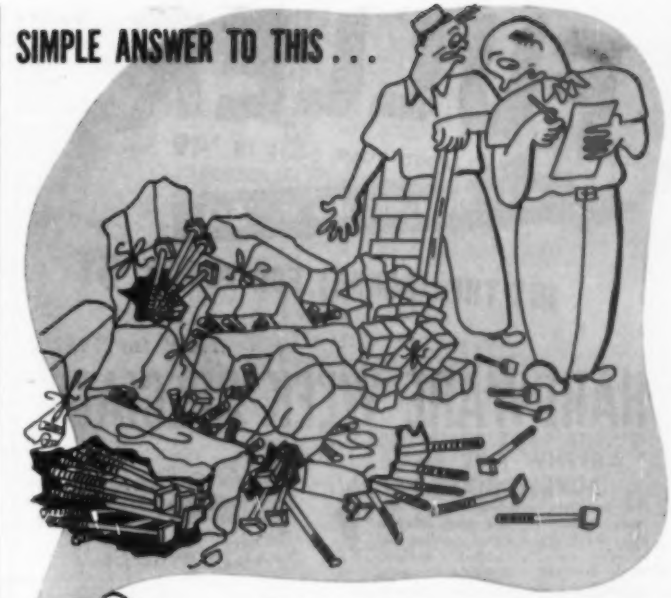
Selling with Signs

(*Continued from page 48*)

portant volume-builders here, developed almost entirely through Maloy promotional activities.

It should pay any dealer to have some member of his personnel trained in making neat signs, Maloy said. "When a store once gets the sign habit, results are going to be so outstanding that signs will be used more plentifully as time goes on."

One of the regular jobs in the sign department is to make small price signs for all merchandise. If



Order Quality Buffalo Bolts in

STURDY

HANDY-PACK BOLT CARTONS



● Jobbers and retailers are both singing the praises of Handy-Pack ... the super-rugged bolt carton. No more spilling, mixing and sorting of bolts. Next time order Buffalo Bolts ... get the best in bolts ... in the world's best cartons.

HANDY-PACK FEATURES

- Same price as 'ordinary' bolts in 'ordinary' cartons.
- Same carton quantities as always, same method of ordering.
- Cartons are re-shippable without tying or wrapping.
- Covers make durable open drawers for bolt cabinets.
- Can be ordered in carload or less-than-carload lots.



Write for circular on quantities and weights of Handy-Pack Cartons.

BUFFALO BOLT COMPANY

Division of Buffalo-Eclipse Corporation

North Tonawanda, N. Y.

Sales Offices in Principal Cities. Export Sales Office: Buffalo International Corp., 50 Church Street, New York City

PRODUCERS OF CIRCLE ● PRODUCTS — BOLTS • NUTS • RIVETS AND SPECIAL FASTENERS

FULLER

UPPED YOUR SALES IN '49

BEAT THAT RECORD IN '50

HIT THE JACKPOT FOR YOU IN '51

NEW for 1952

HARDWARE WEEK SPECIALS

#899HW FIVE PIECE SCREWDRIVER SET

The complete assortment every customer needs! Hi-carbon steel, unbreakable, shock proof amber handles. Set includes: stubby, pocket, recessed, mechanic and electrician drivers. Branded and warranted. Order plenty; this set will rocket at the special Hardware Week price.

regular retail price $1.40
HARDWARE WEEK SPECIAL 99c

Dealer's Cost: for HARDWARE WEEK only. $8.00 doz.





#50HW FIVE-IN-ONE SCREWDRIVER SET

The fastest moving set in the field! Includes handy roll kit; strong plastic handle with chuck to take 5 blades; recessed #1; recessed #2; midget; cabinet and all-purpose.

regular retail price $1.40
HARDWARE WEEK SPECIAL 99c

Dealer's Cost: for HARDWARE WEEK only. $8.00 doz.

All Fuller Tools Have Unbreakable Amber Handles

STOCK UP AT THIS SPECIAL "HARDWARE WEEK" PRICE

ORDER TODAY

Ask your wholesaler's salesman about these Fuller specials.

Jobbers: Write today for wide-margin catalog sheets.

FULLER TOOL CO., INC. 905 FAILE ST., NEW YORK 59

World's Largest Producers of Unbreakable Amber Handle Tools

Export Sales Department: John H. Graham Co., 105 Duane St., New York, U. S. A.

a customer enters the store during a rush period, he is able to serve himself without asking prices.

Signs give this modern, well-stocked store a touch of the carnival spirit that people like. "Signs put 'em in the buying mood," Maloy said. "And here," he added, patting the mimeograph, "is another little partner that we couldn't do without. At the cost of a little ink and some elbow grease, we can make 2,000 people read our sales message."

When signs are not being used to promote seasonal lines, they tell a colorful story on some other promotion. Perhaps they will describe a lawn mower sale, or the free gold fish that are given with a $1.00 purchase.

This gold fish offer is a year-round idea that has taken hold and proved perennially popular with customers. The large aquarium just beyond the entrance is filled with gold fish and attracts many people. Two fish are given with a purchase of $1.00, and, of course, the customer always buys his own bowl and accessories in the store.

◆

The Steel Outlook

(*Continued from page* 50)

from the demand picture. It must be realized that passenger automobiles at peak production consume in excess of 50% of the cold rolled sheets produced.

The year 1950 was an outstanding year in the demand for cold rolled sheets for the manufacture of gas water heaters, household electric ranges and gas ranges, washing machines, refrigerators and radio and television sets. (The statement then goes on to give detailed figures on the decline in factory shipments of these various products from a typical month of 1950 to a comparable month in 1951—the decline in most cases being substantially more than 50%.)

You will notice that all these reductions occurred prior to the adoption of the Controlled Materials Plan. We see many signs of increased sales activity on the part of all manufacturers of these items to sell the units now available. Whether or not 1952 will see a production requirement for these items approaching the 1950 levels is open to question. The figures we have just reviewed show a declining activity from the middle of 1950 to the middle of 1951. The

CLASSY BRASS

IT'S AJAX



Here's an eyeful of real class! Smart designing . . . cast beautifully in durable brass. Polished and lacquered for permanent sparkle . . . then dressed-up in individual packages that make customers stop, look and buy. Yes, AJAX brass has loads of class—the kind that pays off in *bigger, quicker sales*. Competitively priced. And all AJAX hardware is unconditionally guaranteed. Order today for prompt delivery!



AJAX HARDWARE MANUFACTURING CORP.
4351 Valley Blvd. • Los Angeles 32, California

Old Hi Says . . .

Spearhead H-I

Your '52 Tackle Selling

with the Industry's Outstanding full color national advertising

H-I's 1952 national advertising program will feature full color pages in leading outdoor and general magazines...a dramatic new theme...hard-selling copy. It will do *more pre-selling than ever before*, among your best tackle customers in these leading publications:

Outdoor Life	**Outdoor Sportsman**
Sports Afield	**Open Road Magazine**
Field and Stream	**Boys' Life**
Hunting & Fishing	**Salt Water Sportsman**
True	**Popular Science**
Argosy	**Popular Mechanics**
Fur-Fish-Game	**Mechanix Illustrated**

Outdoor Tips

Ask your tackle man—your H-I man—for details. He'll show you how easily, economically and effectively you can tie in for the best tackle volume you've ever enjoyed. Or write us for information.



See us at the NSGA Show
Rooms 1038-1040
Hotel Morrison, Chicago

H-I HORROCKS IBBOTSON
UTICA, N.Y.

Manufacturers of the Largest Line of Fishing Tackle in the World

FREE!



NEW BOOK for Fishermen

Every angler needs the new '52 edition of "Fishing—What Tackle and When." Over 100 pages of fishing tips and instructions — Skish rules — fish pictures and records — new rods, reels, lines and lures. *Write now.* FREE!

BIGGEST NEWS IN SPINNING

Enjoy spin casting at its very best — with South Bend's new action-matched and quality-built tackle.

New!

Light and medium actions in fresh and salt water weights — $25 up. Others $14.95 up.

New!

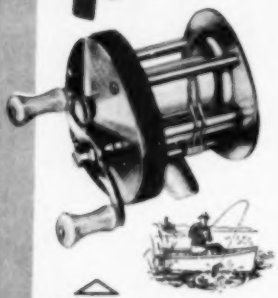
The simpler-to-use spinning reel. No backlash. All enclosed. No. 1100 $27.50

New!

DECEIVER®
Monofilament NYLON
SPINNING LINE
Best made! 2-8 lbs. $1.10 up for 100 yds.

SOUTH BEND BAIT COMPANY
900 High Street, South Bend 23, Indiana

Tops for Thrills



New! SmoothCast® Reel
NYLON GEARS • DIRECT DRIVE
Fast • Smooth

New free-running, sensational reel. Chrome steel frame. Wt. 7.7 ounces. No. 900 — $22.50.

Solid Glass Casting Rods
Brisk Tip Action

Smooth, rugged power and action for perfect casts. 5', 5½', 6' lengths. No. 2800 — $15.75. Other glass rods $6.95 up.

● Tops in real fishing thrills await you in South Bend's new SmoothCast® Reel and Solid Glass Rod. They're teammates for action-loving anglers. Let them give you better fishing hours. Examine them now at your dealer's.

FREE Fishing Book

Over 100 pages of fishing tips and instructions — Skish rules — fish pictures and records — new rods, reels, lines and lures includ-

These Advertisements, Appearing in Outdoor Publications, will Influence More Than 4,000,000 Anglers. Ask Your Jobber Now!



900 High St.
South Bend 23,
Indiana

SOUTH BEND

supply of cold rolled sheets shows an increasing potential as we go into 1952.

It appears certain that a substantial tonnage of ingots which have gone into cold rolled sheets including conversion, will not be required for cold rolled sheets in the first quarter.

Wire and Wire products. The military load on this group of products as evidenced by our order book is less than one-half of one percent. In some of the products in this category there is a definite softening in demand, and we are not now able to obtain orders to fill the production schedules prior to expiration of the normal lead time and find it necessary to solicit late orders if we are to have a full schedule.

Hot rolled sheets. The military load is approximately 8%. We feel the "give and take" of being able to adjust schedules without respect to CMP Regulations would enable us to do a better pob of distributing this important steel product.

Galvanized sheets. The military load is approximately 7% and the so-called shortage of galvanized sheets is caused more by the zinc shortage than by the shortage of steel. The galvanized sheet situation would be materially improved over-night if more zinc were available.

Buttweld and lapweld pipe under 16" diameter. Our estimate of of the military load is 4%. In excess of 55% of pipe is sold through distributors and there are many indications that supply and demand are in balance on black pipe. The situation on galvanized pipe would improve if more zinc were available to producers.

Alloy steel—semi-finished and bars. If there is any shortage in this group of steel products, it is not because of the lack of production facilities of the steel producers, but is caused by the shortage of such alloying elements as nickel, molybdenum cobalt and tungsten.

◆

Modern Sales Methods

(*Continued from page* 51)

display, about 90 percent of the services selected are completed before the wedding. However, should a friend or relative desire to present the couple with an additional piece as a Christmas, birthday or anniversary gift, they need only

consult Mrs. Liza Harris, head of the china and giftware department. Mrs. Harris is able to determine immediately whether the bridal service has been completed and, if not, which pieces are missing.

Mrs. Harris' source of information is an alphabetical card file, in which are retained all of the cards removed from the bride's table after it is changed. Some of the cards have been retained 20 years. The file is referred to regularly.

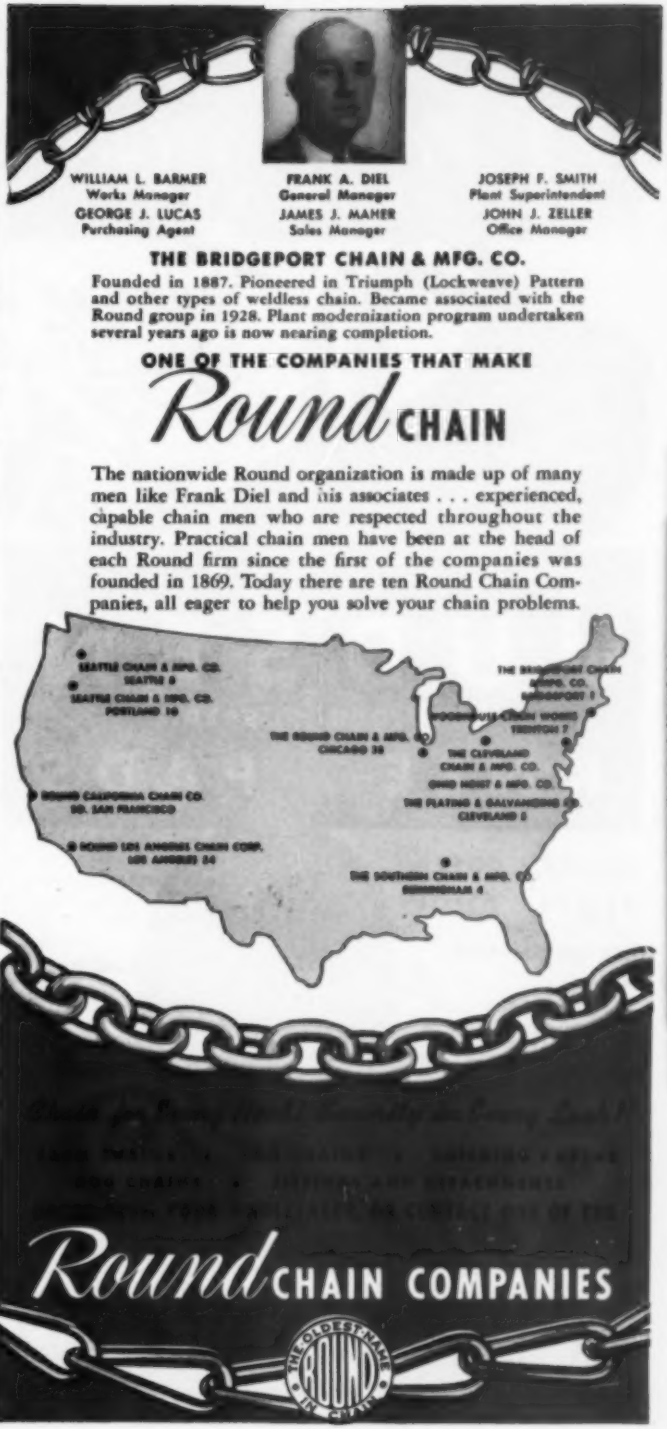
"I had an unusual experience some time ago that pointed up the value of the card file," McGee said. "I had occasion to take a trip to Texas and met the sister-in-law of one of our former customers. She told me that her sister-in-law wished to complete a set of china which had been given to her from our store, but that she was not certain of the set's name. I assured her that we had a record of the sale, and upon returning home I looked up the lady's card and advised her by mail as to which pieces of the set were missing. A short time later we received a mail order from her for $40 worth of the china.

"Handling and displaying services for brides offers a wonderful opportunity for suggestive selling. It is quite easy to interest the gift buyer in something for personal use or in something for the home. We have been extremely successful in selling additional merchandise to people who come in to buy wedding gifts."

Thanks to the lucrative promotion of china and gifts, approximately 50 percent of this store's customers now are women. Besides china and gifts, these customers invest in such assorted items as carpet sweepers and small appliances, housewares and paints, ranges and luggage.

Another successful feature of the china and giftwares department has been the overhead display, which is adjacent to the entrance to this department and which serves as a "teaser." This unit is attached to the front of the rear balcony and consists of six large shadow boxes, each of a different shape. The patterns of three of the boxes follow designs that are the reverse of the remaining three. Seasonal items and items which McGee-Ross is currently promoting are placed in these boxes. Displays are changed periodically, but on no fixed schedule.

Proper store layout is deemed a vital requisite for easier selling by



A BETTER
Profit Picture
FOR YOU!



JUDSEN
MOLDED RUBBER
KNEE PADS

DEALER'S COST
$18.00
PER DOZEN PAIR

SUGGESTED
SELLING PRICE
$30.00
PER DOZEN PAIR

ASK YOUR JOBBER
(If he cannot supply you, write direct)



Display 'em on your counter
and they'll sell themselves

Made by JUDSEN RUBBER WORKS, Inc., Chicago 24, Illinois

McGee. "I'm very keen on customer circulation," he explained. "Nearly all of our stock is seen by the customer who remains in the store at least a few minutes. We have only two aisles, one leading to the china and gift department, and the other to the farm department at the rear of the store (operated with separate personnel). Customers usually enter by one aisle and leave by the other, so they have ample opportunity to see what we sell. In this way, we have managed to eliminate all 'dead spots'."

To assure maximum attention merchandise on the two island counters at the front of the store is changed during the four seasons, sometimes more often.

◆

Solving a Space Problem

(*Continued from page 55*)

of his store and space between the top of shelves and the ceiling is used for somewhat larger items such as toys.

A display table forms an island in the center of the store and supports a series of platforms which are pyramided to a height of about six feet. The platforms are open on all sides and used for additional display space. A 2 x 3 foot wrapping counter, jutting from the shelves and near the rear of the store, actually is in the midst of stock, but all such available space has to be used.

The small display window posed a further problem which Hovekamp has solved very well. The window does not provide enough surface area to permit the display of many items, so Hovekamp again has to resort to height. While the floor of the show window is used for display of small appliances and aluminum utensils, a back drop is provided at the rear of the window, which, in turn, is divided into a number of panels for the display of individual categories of merchandise.

For example, one panel, headed "Electrical Supplies," has various types of switch plates, switches, bells, etc. Another panel is devoted to fishing tackle and holds reels, lures, and other fishing items. Eight panels are used in all.

Large merchandise, not displayed in the street car, often is displayed on the sidewalk. Each item has a price tag attached, lettered sufficiently large for passing motorists to see at a glance.



Defense Program To Spur Business Activity In '52

A CONTINUED EXPANSION in government spending for defense means a further increase in business activity in the months ahead. By mid-1952 military spending is expected to reach an annual rate of 52 billion dollars and it is estimated that the volume of spending will reach 62 billion annually by mid-1953.

While a high-level of business seems assured during this period, shortages of some consumer products are virtually certain to crop up in 1952. To meet arms production schedules, the National Production Authority has sharply reduced the supplies of basic metals which some producers will receive.

Producers of less essential civilian items such as toys and cigarette lighters will receive in the first quarter only 10 percent of pre-Korean usages of copper and 20 percent of aluminum. Manufacturers of civilian items of a more necessary functional nature will receive up to 35 percent of their base period use of copper and aluminum, while steel allotments will average about 50 percent of base for most producers.

Meanwhile, despite some lag in retail sales, the outlook for increased consumer spending is good. Personal income has reached an annual rate of well above 253 billion dollars and the indications are that personal income will continue to expand. And a considerable backlog of personal savings adds strength to the potential market. Currently, people are saving one dollar out of every 10 they receive as income after taxes.

Government officials feel that consumer spending is to go on rising in 1952, and though purchases of automobiles and major appliances may decline somewhat in the first half of 1952, this will be more because of restricted output.

Farmers, meanwhile, can look forward to another good year. Still higher farm production is to be encouraged with total farm production in 1952 to be aimed at a 50 percent increase over the 1935-39 average. This would be a seven percent increase over 1951.

Since farm production goals are underwritten with price supports, the farmers' financial position will continue strong.

Geographic Division	% change in sales Oct. 1951 from		10 mos. 1951 from	% change in inventories Oct. 1951 from		Stock-Sales Ratio		
	Oct. 1950	Sept. 1951	10 mos. 1950	Oct. 1950	Sept. 1951	Oct. '51	Oct. '50	Sept. '51
U. S. Total Sales	+ 8	+14	+9	+24	—1	154	133	178
Hardware:								
South Atlantic	+10	+22	+9	+26	—3	212	186	268
East South Central	+ 5	+11	+5	+38	+1	227	173	249
West South Central	+ 2	+10	+6	+23	—3	245	209	272

Wholesale Hardware Sales and Inventories
(From U. S. Dept. of Commerce Monthly Report)

◆

Cotton Prices Reach New High for Season

AS A RESULT OF the government's reduced estimate of the year's cotton crop, the price of cotton moved up sharply reaching a season's peak on November 9 of 43.43 cents per pound. The average price received by farmers in November was 41 cents per pound, almost five cents above the October price.

Meanwhile, average prices received by farmers in November were two percent above mid-October levels. Higher prices for most crops, dairy products, and poultry and eggs more than offset seasonal declines in prices for meat animals.

◆

Upward Trend Reported In Credit Trade . . . .

AS SEPTEMBER CLOSED, consumer installment increased 112 million dollars over the previous month for a total of 13,156 million dollars. This was the second consecutive month that installment credit has increased following the relaxation of credit controls.

Prior to August, installment credit had been in a seven-month decline. Despite the increase the total installment credit still is 188 million dollars below a year ago.

The increase in September was divided about evenly among automobiles, other sales credit, and installment loans.

Noninstallment credit (charge accounts) decreased 18 million dollars in September but was 215 million above the same month of 1950. The net change in total consumer credit from August to September was a rise of 94 million dollars to 19,356 million, 27 million above the 1950 month.

HARDWARE Industry NEWS

Y & T Appoints R. L. Farr Personnel Administrator

Richard L. Farr has been appointed to the newly created position of personnel administrator of The Yale & Towne Manufacturing Co., Stamford, Conn., according to Otto G. Schwenk, vice president in charge of production.

Mr. Farr's activities will be concerned with the development and administration of plans and procedures to be used in attaining overall corporation personnel objectives.



Richard L. Farr

He was formerly personnel administrator for the Koppers Co., Inc., of Pittsburgh, Pa., after having served as personnel director of DeCoppett & Doremus, New York.

♦

Plymouth Cordage Elects New Officers

Bartlett B. Bradley, general sales manager of Plymouth Cordage Co., Plymouth, Mass., has taken on expanded duties to direct all sales activities of the company. This move followed a realignment of officers and responsibilities at top management levels.

Ellis W. Brewster, formerly president and treasurer, became chairman of the board, retaining his position as treasurer. Edwin G. Roos, formerly vice president and in charge of sales, became president of the company. Mr. Bradley assumes Mr. Roos's sales responsibilities.



Bartlett B. Bradley

Mr. Bradley is widely known throughout the cordage trade and consuming industries. Shortly after joining Plymouth Cordage in 1931, he became the first resident Plymouth Cordage Co. sales representative on the Pacific Coast. Two years later, he established the company's Pacific Coast district office. After seven years on the west coast, Mr. Bradley was transferred to New York as eastern district sales manager, where he remained until called into the Navy in 1943.

On his return to Plymouth Cordage Co., he was moved to the Plymouth, Mass., headquarters and appointed general sales manager, reporting to Vice President Edwin G. Roos, in charge of sales.

♦

H-I Acquires Assets of Divine Rod Co. . . . . .

All assets of the Fred H. Divine Fishing Rod Co. of Utica, N. Y., have been acquired by the Horrocks-Ibbotson Co., of that city, according to a recent announcement by Richard H. Balch, president of H-I.

The Divine Co. was one of the oldest manufacturers of custom fishing rods in the country. Among its custom-built numbers were the Black Raven and Fairy fly rods.

In announcing the acquisition of the Divine assets, Mr. Balch stated that H-I was prepared to assume repair and refinishing work on Divine rods and would resume manufacture of some of the most popular Divine numbers.

Arvey Corp. Purchases Celanese's Vimlite Dept.

Arvey Corp., Chicago, Ill., manufacturers of R-V-Lite all-purpose window materials, announces the purchase of the Vimlite Department of Celanese Corp. of America, effective January 1, 1952.

Vimlite, the original plastic-coated 14-mesh wire product, will be added to the present line of the R-V-Lite all-purpose window materials. This line already includes No. 100-C cotton reinforced, No. 200-P Saran plastic reinforced, No. 300-CW wire reinforced, No. 400-T wax impregnated fabric, and recently developed No. 700-W 4x4 mesh aluminum wire reinforced, and No. 800-CW steel wire reinforced window materials.

♦

Long Joins Cleveland Chain in Sales Post . .

George P. Long has joined the Cleveland Chain & Mfg. Co., Cleveland, Ohio, as assistant general manager, according to an announcement by James W. Dickey, vice president and general manager.

Mr. Long has more than four years of experience in the chain industry, most recently in sales administrative capacity. He attended the University of Pittsburgh, where he majored in business subjects. From 1943 to 1946 he served as an officer on a mine sweeper. Prior to entering the service and for a short time thereafter he managed an electrical appliance warehouse.



George P. Long

Perfection Names Keirsey To Atlanta Sales Post . . .

Perfection Stove Co., Cleveland, Ohio, announces the appointment of J. J. Keirsey as a salesman in the Atlanta, Ga., sales district. He comes to Perfection from the Line Material Co., Memphis, Tenn., where he was branch manager.

An Army veteran of World War II, Mr. Keirsey first began selling appliances after finishing high school. For several years he was associated with the Rural Electrification Administration in different capacities and in several Missouri cities. Late in 1946, he went into business for himself, selling appliances, wiring houses and performing engineering duties for a firm in Clayton, Mo.



J. J. Keirsey

Mr. Keirsey will have his headquarters in Memphis and will travel Western Tennessee and Northern Mississippi for Perfection.

◆

North & Judd Opens Atlanta Sales Office

T. C. DeLoach, vice president in charge of sales of the North & Judd Mfg. Co., New Britain, Conn., has announced the opening of a new sales office, effective January 2, 1952, at 401-409 Georgia Savings Bank Bldg., 84 Peachtree St., N.W., Atlanta, Ga.

P. W. Brown, who will cover the states of Georgia, North and South Carolina, Alabama, Mississippi, Florida, and parts of Tennessee, will be in charge of the office.

◆

Bruning Brothers Elects Mohrhusen Vice President

E. F. Bruning, president, Bruning Brothers, Inc., Baltimore, Md., announces the election of Arthur H. Mohrhusen as vice president of the company.

Mr. Mohrhusen has served in a sales supervisory capacity in a number of branch offices of a national manufacturer. He operated nationally as manager of Superkleen Paint Brush Division, later as general merchandising and sales promotion manager for Devoe & Reynold Co. Trade association work included assignments of chairman of the Paint Brush Div., American Brush Mfgrs. Association, and secretary of the 100-Year Association of New York.

As merchandising director of the Rahr Color Clinic, Mr. Mohrhusen dealt with the home furnishings field, as well as the building material and paint industries.

He will locate in the International Trade Mart, New Orleans, preparatory to managing Bruning's proposed warehouse and factory there.

Larry E. Gibbs to Head Southeastern Travellers

Larry E. Gibbs, representative for the Walker-Turner Division of Kearney & Trecker Corp., has been named president of the Southeastern Travellers Club, Atlanta, Ga., for 1952. Gibbs became the first president in the club's history to receive the unanimous vote of the members.

To serve with the new president, the club elected Eugene T. (Gene) Lowry, De Walt, Inc., vice president, and William H. Burkitt, Lunkenheimer Co., treasurer. George N. Allen, former representative for the Carborundum Co., was re-elected secretary.



CROQUET

Sells

THE "OUTDOORS"

Millions are playing America's Family Game—South Bend Croquet!

This wide-spread active sport has built an appreciation of yard appearance, developing a keen interest in outdoor tables, chairs, umbrellas, decorations, accessories. So tie up to South Bend Croquet—use it for your leader in promoting sales of outdoor items.



SALES REPRESENTATIVES

East—Julius Levenson, 7 East 17th St., N.Y.
South—Louis Williams & Co., 3rd National Bank Bldg., Nashville, Tenn.
Midwest—South Bend Toy Mfg., So. Bend, Ind.
Calif. & S. W.—Anderson Sales Company, 750 W. 10th Place, Los Angeles 15, Calif.
Denver & Pac. N. W.—Leo Scherrer, 2840 W. 93rd St., Seattle 7, Wash.
Export—Affiliated Exporters, Inc., 10 East 54th Street, New York City

SOUTH BEND TOY MFG. CO.
SOUTH BEND 23, INDIANA

SOUTH BEND Croquet

WHOLESALER NEWS

Death of L. J. Doherty at Baton Rouge, Louisiana

Loran J. Doherty, a salesman in the employee of Doherty Hardware Company, Baton Rouge, Louisiana, and youngest son of P. H. Doherty, president of that company, died unexpectedly at a hospital in Baton Rouge on November 28, following a sudden heart attack.

In addition to his services as a traveling salesman, Mr. Doherty was assistant buyer of sporting goods for Doherty Hardware Company, and was regarded by others in the organization as a man of unusual ability.

25 years old at the time of his death, he had been connected with Doherty Hardware Company since leaving LSU, where he was a member of Kappa Alpha Fraternity.

Mr. Doherty is survived by his wife, parents, one brother and one sister.

◆

Spicola Constructing New Office and Warehouse . .

Spicola Hardware Co., Tampa, Florida, is now constructing a new office and warehouse on 19th Street and Third Avenue South in the fast-growing industrial section of Tampa.

The building is being erected on a plot of land 300 x 500 feet in area and will contain approximately 70,000 square feet of space. Construction is of red jumbo brick. All offices and sample rooms, 50 x 65 feet each will be air-conditioned.

A 300-foot trackage is available along the rear of the building and another 100 feet extending beyond the building on the north side.

When completed, the building is expected to be one of the most modern and up-to-date hardware jobbing warehouses in Florida, and officials of the 48-year-old company expect to move into the new quarters about May 1, 1952.

◆

Dick Seay, Morrow Thomas Co. President, Dies . . . . . .

Dick Seay, 69, president of Morrow Thomas Hardware Co., Amarillo, Texas, died November 7, 1951, after a short illness.

Born and reared in Roswell, N. M., Mr. Seay was a member of the first graduating class (1901) of New Mexico Military Institute. When a young man, he became associated with H. R. Morrow, founder of the Morrow-Thomas firm. When Mr. Morrow came to Amarillo in 1907 to open the hardware firm, he brought young Seay with him. Mr. Morrow died in 1912, and Mr. Seay has been actively in charge of the business ever since.

◆

Gadsden Hardware Closes Retail Store . . . . . .

Gadsden Hardware Co., Gadsden, Ala., who for many years have operated a retail store in connection with their wholesale hardware business, announced recently that they would close their retail department as of the end of 1951.

"This is done, of course, to better cooperate with our dealer customers," says E. E. Gibbs, vice president and general manager of the company. "And after January 1 our business will be exclusively wholesale hardware, industrial supplies and building materials."



Artist's drawing of new office and warehouse now being constructed by Spicola Hardware Co. in Tampa, Florida. It contains 70,000 square feet

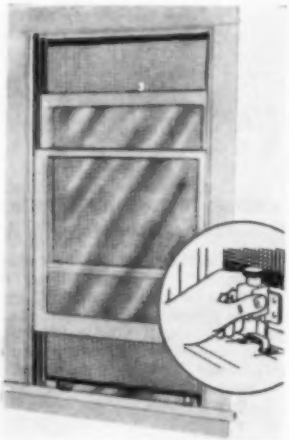
NEW PRODUCTS

AND SALES PROMOTION MATERIAL

New Keystone Screen Has Adjustable Tension Catch

The new frameless insect tension screen now being marketed by Keystone Wire Cloth Co., Hanover, Pa., features simple installation, a new and patented adjustable tension catch at sill to secure screen firmly, and durability.

Exclusive free-floating sill bar is said to assure snug fit, even when sills are off-level or uneven. Each screen is pre-sized, ready to install, and saves up to 25 minutes per window in installation time, it was announced.

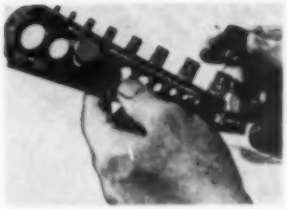


The all-aluminum tension screen is weather-resistant and offers easy storage, the manufacturer pointed out.

◆

Sorrell Introduces New Pocket Bolt, Nut Gauge

A new lightweight, pocket-style bolt and nut gauge has been announced by Sorrell & Sons Co., Rocky River, Ohio. Made of hard, wear-resisting Polystyrene plastic in bright colors, the new tool will gauge bolts and screws from No. 8 through ¾" diameter, nuts from No. 8 through ⅝" diameter.



Bolts and nuts are gauged quickly; the bolts by pushing them through the proper size holes, and the nuts by dropping them on the "plugs" on the top edge of the gauge. The plug gauges tell not only the diameter of the nut, but also whether it is coarse thread or fine thread.

Accurate to .005" tolerances, measuring only 7¼" overall, the new gauge is priced at $1.00. They are available also at special quantity prices for use as an advertising premium or gift, with the name of the advertiser hot-stamped on the gauge in gold.

Further information is available from Sorrell & Sons Co., 295 Argyle Road, Rocky River 16, Ohio.

◆

Montague Rod & Reel Co. Catalog Available Now . .

The 1952 catalog produced by Montague Rod & Reel Co., Montague City, Mass., is now available to the trade. Complete descriptive and illustrative material shows every item of this line of rods.

Montague has duplicated in fiber glass, both solid and Holloglass, its extensive line of split bamboo rods. Hickory and cane rods also are included in the 32-page catalog.

◆

Wooster Offers New Rubbermaid Display

A compact, permanent-type display fixture, designed specifically for merchandising Rubbermaid housewares, was released recently by The Wooster Rubber Co. The unit occupies about the same space as the average office desk.

The illuminated multi-tier unit will be offered to hardware retailers at a less-than-cost price of $30. The fixture, which ships flat, has these overall dimensions: 52" length, 28" width, and 38½" height. It may be ordered with or without a fluorescent-lighted identification sign.

Among items listed for effective mass presentation on the new fixture are the Rubbermaid dish drainers; plate racks; dustpans; drainboard trays, stove top protectors, and sink mats.

The unit will be stocked by Rubbermaid jobbers in principal cities, or it may be ordered direct from The Wooster Rubber Co., Wooster, Ohio.



Right, the new permanent-type display now available from The Wooster Rubber Co. for merchandising Rubbermaid housewares. The unit is shipped flat and is available with or without fluorescent lighted identification sign. Shown on the merchandiser are items suggested by the manufacturer for effective mass presentation

THIS IS THE
SEINE TWINE
THAT MEANS
BETTER NETS!

VICTORIA REGINA
INTERNATIONAL FISHERIES EXHIBITION
GOLD MEDAL

Gold Medal QUALITY SEINE TWINE

When you stock Gold Medal Seine Twine you feature the same superior twine fishermen have depended on for 110 years in Gold Medal netting. Fishermen have confidence in Gold Medal Seine Twine for 3 good reasons:

1) It's made from specially selected, long staple cotton, carefully spun and skillfully twisted.
2) It ties right, hangs without kinks or twists.
3) It fishes better and longer.

Your Gold Medal distributor carries a complete supply of strong, easy-to-handle Gold Medal Seine Twine for all your customers' netting needs.

FOR THE BEST, INSIST ON

Gold Medal QUALITY SEINE TWINE

THE LINEN THREAD CO., INC. 418 Grand Street, Paterson 1, N. J.
(Successor to American Net and Twine Company)
New York 17, N. Y. • Chicago 10, Ill. • San Francisco 5, Cal. • Baltimore 3, Md.
Boston 10, Mass. • Gloucester, Mass.

American Offers Jute Twine in Handy Boxes

American Manufacturing Co. announces that four popular sizes of its best quality jute twines are now available in Handy Boxes.

This package unit is designed for counter display. Twines obtainable in Handy Boxes are America's Polished Fine India in numbers 24, 36, 48 and 3-ply, number 24 EZ wrapping twine in balls weighing approximately one-half pound.



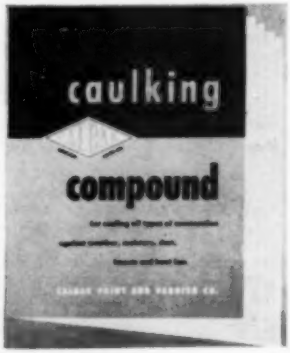
Twenty-four balls of one type of twine are packed in each box, six boxes to a carton. Handy Boxes are of uniform size, making handling, shipping and storage convenient, it was announced.

Further information is available from American Manufacturing Co., Noble and West St., Brooklyn 22, N. Y.

◆

Calbar Offers New Caulking Directory

Calbar Paint and Varnish Co. has announced the completion of a caulking compound directory, offered without cost or obligation to the building field. It is believed to be the first directory to cover the caulking trade and contains information that is believed helpful to contractors and dealers.



Listed are such items as: how to apply caulking compound, where caulking is used, how caulking saves time and money, architectural specifications, including the asbestos-cement Products Association and Federal requirements.

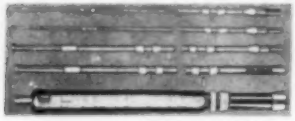
A feature of the directory is the introduction of 26 permanent colors of caulking compound, to match or harmonize with any building material on the market. Actual samples of the colors are illustrated. The new colored compounds now eliminate the necessity of painting the caulking, since it matches the shingles, siding or roofing to which it is applied, it was announced.

Copies of the Calbar Caulking Directory are available upon request to Calbar Paint & Varnish Co., 2612 North Martha St., Philadelphia 25, Pa.

◆

Orchard Announces Four New Glass Rod Models . . .

Orchard Industries, Inc., 18404 Morang Road, Detroit, makers of Actionrod steel and glass fishing rods, recently announced several new models in their 1952 line.



The new, lower-priced solid glass 600 series—a model available in lengths of 5'7", 5'1", 4'7" and 3'7" at a retail price of $6.45, has the translucent Actionglas tip with a gunmetal gray collet-type chuck handle and plastic foregrip.

In the tubular glass field, Orchard has re-designed the 1400 fly rod series—now with both DeLuxe and Standard models. The DeLuxe model, in lengths of 9' and 8'6", is furnished with two interchangeable tips for trout and bass action.

Other new models, already in production, include salt water rods and a new tubular glass spinning rod. The firm has set up complete production and shipping facilities at three plants—at Detroit, Hastings and Romeo, Mich.

◆

Stanley Tools Offers New Read-Rite Rule

Stanley Tools, New Britain, Conn., is offering the new Read-Rite rule with 2-way reading for easier, quicker measuring. The new Zig-Zag rule, No. 156F, is designed to read left to right, or right to left, by rolling the rule over in a natural manner.



The Taylor Made Chain Display Stand is a *proved chain merchandiser.* It puts chain out in front of your customers—stimulates sales and profits. Ruggedly built—it holds up to eight reels—gives you a complete weldless chain department on less than two square feet of floor space. Size: 51" high, 16" deep, 16" wide. See your jobber for circular giving full details and suggested Taylor Made Chain Assortments.

S. G. TAYLOR CHAIN CO.

Dept. 25

Hammond, Indiana

TAYLOR MADE
A GREAT NAME IN
Chain SINCE 1873

MANUFACTURERS OF

Cow Ties, Tie Outs, Anti-Spreader and Trace Chains plus a Complete Line of Welded Chain and Tire Chains for cars, trucks, buses, and farm tractors.



...with
STAR
BLADES

Why not make *sales* easy by selling your customers STAR hacksaw blades, frame and metal-cutting band saws? Over the years, you can't beat this combination of the best-selling line plus consistent advertising to your customers.

Remember—with the STAR line the first sale is easy, repeat sales are *easier*.

Sold only through recognized distributors

CLEMSON BROS., Inc.
MIDDLETOWN, N.Y., U.S.A.

Makers of Hand and Power Hack Saw Blades, Frames, Metal Cutting Band Saw Blades and Clemson Lawn Machines.

1081B

This is said to eliminate end-over-end twisting or flopping of the rule.

When the rule is opened, graduations always lie close to the work for easy reading. The new Read-Rite is the first line Green End rule featuring longer wearing nickel silver joints with ball-socket action; a new plastic finish that protects graduations four times longer; and large easy-to-read numbers.

◆

Millers Falls Introduces Follow-Through Hole Saw

Under the brand name of Blu-Mol, the Millers Falls Co., Greenfield, Mass., has introduced a new line of high-speed, heavy-duty, follow-through type hole saws in sizes up to 4½" in diameter.

Using a specially selected high-speed steel edge welded to tough alloy steel back, these rugged gang cutting tools are practically unbreakable in use and are capable of fast, clean cutting in any machinable material such as hard and mild steels, aluminum, brass and bronze, iron and steel pipes, plastics, etc., it is announced.



Holes to the depth of 1-⅛" may be cut in solid stock. Because the body of the saw is slightly smaller than the cutting diameter, the complete tool follows through the hole it cuts; thus, cuts may be readily made through two or more walls of partitions, through both sides of large pipes, or to any depth desired in stacked material.

Blu-Mol sole saws can be used in portable power drills with ¼" chuck for the smaller sizes, ½" or larger on the bigger saws. Or they may be used in radial drills, lathes, drill presses, etc. The complete line includes 40 saw sizes ranging from ⅝" to 4½", 3 sizes of driving mandrels equipped with ¼" high-speed pilot drills, and a 12" mandrel extension.



Guessing Is Out...

YOU are moving into one of the most confusing business periods ever faced by hardware men. New methods, new problems—different and keener competition confront you each day, and the businesses that are ringing up profits are operated on "know-how" tactics and not guess work. AND, SOUTHERN HARDWARE, is your assurance of having at your fingertips successful "know-how" ideas and operations.

SOUTHERN HARDWARE is in constant touch with the developments within the Southern and Southwestern trade and is the first to report them for your benefit. The editors comb your region for important news and features that will keep you informed, and the over-all objective is the publication of articles to help you increase your efficiency, your service, and your profits with regional news of the trade and the exchange of successful experiences and ideas of hardware men.

SO cash in on the business research done by our staff of seasoned editors. Take advantage of the working knowledge that top authorities in your field place at your fingertips through the pages of SOUTHERN HARDWARE. Each issue is designed especially for YOU and YOUR problem in YOUR business.

If you are not now a subscriber, or if your subscription is due for renewal, send in your order today—1 year $1.00, 3 years $2.00.

SOUTHERN HARDWARE

806 Peachtree Street, N.E. Atlanta 5, Georgia

EASY TO SELL



For beauty, comfort, appeal and getting the job done—nothing sells like Murray window and ventilating fans. Be prepared for the summer boom in ventilation. See your Murray distributor today. See below.

DISTRIBUTORS

It's Impossible TO LOSE MONEY WITH A Murray FRANCHISE

Simply report unsold fan inventory to Murray after season—for FULL CASH CREDIT. No inventory carry-over, no tie-up of capital. Report inventory and get check. You can't lose.



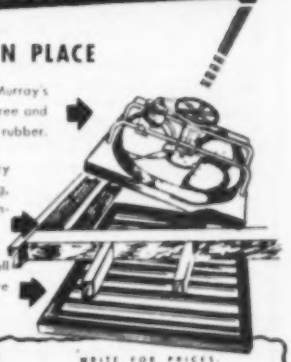
EASY TO INSTALL

JUST DROP IN PLACE

Nothing to nail or screw down. Murray's flat-as-a-flounder attic fan rides free and whisper-quiet in a cushion of foam rubber.

Any-one-can-install-it simplicity makes Murray the fastest selling, most demanded package unit ventilating fan available.

Shutters are fully automatic. No pull cords, no adjusting—means more sales.



Murray COMPANY OF TEXAS

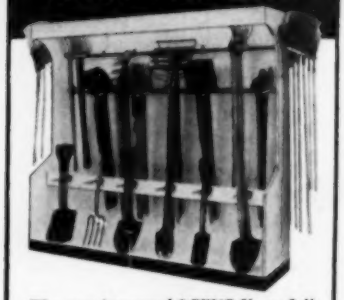
WRITE FOR PRICES, INFORMATION OR CATALOG

VENTILATING & WINDOW FANS

H. C. BIGLIN COMPANY, INC.

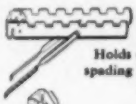
177 HARRIS STREET, N. W. ATLANTA, GEORGIA

Rack Up More Sales - Rake in More Profits
with REEVE Shure Sell
GARDEN TOOL DISPLAYERS



The new improved KEEVE Shure Sell Garden Tool Displayers are being welcomed by hardware men everywhere as the most practical, economical and sales-producing advancement in garden tool displayers in the past 10 years!

Easy to Install . . . Last a Lifetime . . . Steel for Strength . . . Riveted Construction for Durability . . Durabline for Gleaming Beauty!



SHOVEL DISPLAYER No. 418
Holds 6 long handled shovels, spading forks, cultivators, lawn edgers or similar tools.



RAKE—PITCHFORK DISPLAYER No. 420
Holds 8 rakes or pitchforks in a neat step-down row.



HOE DISPLAYER No. 417
Slanted single bar with 8 slots for hoe display.



Flexible, Interchangeable
Items above are slotted for use on steel rails... Or may be screwed direct to wall. Displayer rails supplied as shown.

WOOD CABINETS ARE NOT FURNISHED

"D" HANDLE TOOL DISPLAYER No. 09



Used in pairs these steel brackets provide space saving displayers for posthole diggers, forks and other tools best displayed at floor level.

Send now for brochure giving full description.

Our New Catalog Just Off the Press!
Send for it today! Hundreds of new improved items from ticket holders to large display units.



REEVE COMPANY
"Serving America's Retailers since 1913"
2214 S. Grand Ave., Los Angeles 7, Calif.

Personalized Reel Catalog Offered by Ocean City . . .

A new idea in reel catalogs is being offered by Ocean City Mfg. Co., Philadelphia, Pa. The small, compact format was designed so that the catalog fits a standard No. 10 business size envelope.

In spite of metal cutbacks, Ocean City is manufacturing a complete line of quality reels for every purpose. The entire line is illustrated and described in this new catalog.

At a nominal charge, dealers can have their name and address imprinted in the upper right hand corner of the cover. Unimprinted copies are available at no charge, the manufacturer announced.

◆

Pre-Conditioning Featured In New Wooster Brushes . .

Better all-around performance is the claim for a new line of 100 percent pure Nylon paint brushes now being manufactured by the Wooster Brush Co., Wooster, Ohio. Called the Nu-Century line, to observe the beginning of Wooster's second hundred years of brush-making, the new brushes feature pre-conditioned nylon filaments with flagged tips.

Although made only in master



painter types at present, according to S. R. Welty, president of the company, ultimate plans are to offer Nu-Century nylons in all sizes for both painter and consumer trade, it was announced.

Chief advantage of pre-conditioning in Nu-Century line Nylons is better paint pick-up, it was pointed out. Action of the flag-tipped filaments is much the same as that provided by hog bristle, which permits pick-up and release of a full load of paint. No break-in period is required, and the brush is said to reach a state of top efficiency sooner than other Nylon brushes. Pre-conditioning also is said to retain the long-wearing qualities of Nylon filament.

Wooster Nu-Century brushes are formulated according to scientifically proved formula, and all lengths of filament are tipped to assure top performance for the life of the brush, it was announced.



HOLD-E-ZEE
The Original
Automatic Grip
SCREWDRIVERS

. . . backed by inviting displays, substantial national advertising, outstanding features, and *unsurpassed quality*—Hold-E-Zees move steadily from your shelves, each sale creating a satisfied customer.

ORDER THRU YOUR JOBBER!

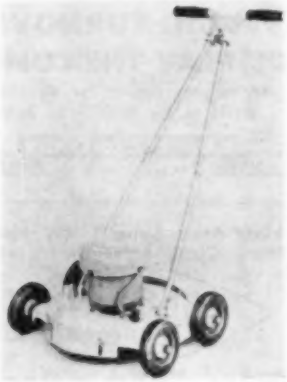


UPSON BROS., INC.
ROCHESTER 14, N. Y.

New 1952 Ezy-Kut Power Mowers Introduced . . . .

Bearings and Transmissions, Inc., Memphis, Tenn., has introduced its new line of 1952 Ezy-Kut power mowers, featuring a wide price range and new improvements.

Featured in the line of Ezy-Kut mowers are: front guard which is said to practically eliminate throwing of rocks, sticks, etc., and which is removable for cutting high weeds and grass; blades made of finest grade spring steel, tempered to insure against breakage and to hold their edge longer, and double-edged to give two blades in one; motors made by leading manufacturers with 12 month warranty; wheels with ball and sleeve bearing and semi-pneumatic, oversize, balloon-type tires; and adjustment facilities to adjust for any height cut, from grass to house-top-high weeds.



Ezy-Kut mowers include both gasoline and electric models and range in price from $39.95 to $139.95. Shown here is the $39.95 electric mower, which is said to be the lowest priced rotary machine on the market today.

Illustrated literature fully describing the various models introduced is available upon request to the manufacturer.

•

Great Neck Offers New Hack Saw Blade Display

Great Neck Saw Mfrs., Inc., of Mineola, New York, is offering a new high speed molydenum hack saw blade display which uses small counter space.

The MO 25 display holds 12 No. GM high-speed blades: six 10", 18 pt; six 10", 24 pt. The sturdy high speed blade is made of molydenum special alloy steel and is accurately heat-treated for durability and fast cutting. The blade is said to be ideal for cutting chrome, nickel alloys, etc.



Right, the new air-powered hand pruning saw recently introduced by Miller-Robinson Co. Operating at 15,000 strokes per minute, the unit weighs 5½ pounds and is available in several lengths. Power is derived from self-contained power air source or power take-off compressor

Miller-Robinson Announce Air-Powered Pruning Saw

Addition of a new, lightweight, air-powered, hand pruning saw with cutting capacity to 6" has been announced by the Miller-Robinson Co., Los Angeles, Cal.

The saw weighs only 5½ pounds, and standard length is 36 inches, but several lengths are available, depending upon the purpose required. It is easily handled, operates at 15,000 strokes per minute and will not buck, chatter or bind, according to the manufacturer. Blades are easily removed for sharpening when necessary. Several types of economical blades also are available for various types of work.

Any self-contained power air source or power take-off compressor with capacities from 8 to 30 cfm, depending upon units supplied, can be used as a power source for Miller-Robinson limb lopper equipment.

Also announced recently was a new air-powered lopper with insulated extension wand which provides protection against electrical shock. It is said to be ideal for power, utility, telephone and rural electrification organizations.

Complete information on the Limb-Looper line of air-powered pruning and clearing tools can be obtained from Miller-Robinson Co., 7021 Avalon Blvd., Los Angeles 3, Cal.



TANDROTINE...
T&R's Proven Paint Thinner!

Famous TANDROTINE has been returned to the market by popular demand! TANDROTINE is recommended wherever a high grade paint, enamel or varnish thinner is required.

Preferred by professional painters and homeowners alike, TANDROTINE has a high flash point, pleasing odor and is non-irritating. It's excellent for thinning, cleaning brushes, removing paint and grease, dissolving wax and a hundred other household uses.

TANDROTINE is a high grade product . . . as fine a thinner as any on the market and selling for a very economical price! Get new profits, bigger sales . . . Stock TANDROTINE today!

T & R
TURPENTINE & ROSIN FACTORS, INC.
SAVANNAH GEORGIA

Cheney
Nail Holding Hammers





faster

nailing



Sales Representatives:
JOHN H. GRAHAM & CO., INC.
New York, N. Y.
SANFORD BROTHERS
Chattanooga, Tenn.

Strike the blow for bigger hammer sales by ordering Cheney Nail Holding Hammers today. Sure-fire sales appeal, with the exclusive Cheney Nail Holding Device that makes nailing easier, faster.

ESTAB. 1900
HENRY CHENEY HAMMER CORP.
LITTLE FALLS, N. Y., U. S. A.

Hamilton Introduces First Decorated Picnic Cooler .

A decorated picnic cooler, said to be the first on the market, has been announced by Hamilton Metal Products Co. and will be available to consumers shortly after the first of the year.

Called the Skotch Kooler, the combination picnic cooler and jug has an attractive plaid pattern. It is sturdily made of coated steel with a sanitary vinyl finish and is insulated throughout with Fiberglass.

The Skotch Kooler will keep contents hot or cold for long periods of time. Ice cubes, for instance, will last for more than 24 hours. Suspended in the top of the Kooler is a removable plastic tray to hold sandwiches or other food which should be kept cool and dry.



Light and easy to carry, it has a capacity of four gallons and can be used as an auxiliary refrigerator, party ice bucket and drink cooler, for ice cream, hot casseroles, frozen foods, or to keep baby's formula at the right temperature for an extended time.

Further information is available from Hamilton Metal Products Co., Hamilton, Ohio.

◆

Eversharp Training Manual Available to Trade . . . . . .

The publication of "It's Easier to Sell with Eversharp," a comprehensive sales and advertising training manual for Eversharp Power Lawn mower dealers, has been announced by Midwest Mower Corp., 1006 Olive St., St. Louis 1, Mo.

The 22-page book discusses the power mower market and helps dealers determine who are power mower



Tens of millions of customers are seeing above Comet advertising in national magazines.

For BIG TURNOVER DISPLAY THE COMET

Write your jobber for discounts
Write us for FREE sales helps

EST. R. E. DIETZ COMPANY SYRACUSE 1, N. Y. 1840

More Mass Sales Today Mean More Class Sales Tomorrow!

PREMAX

New "Rod-'n-Reel" a Big Success!

Has all features of an expensive reel — smooth-running, level-wind; holds 100-yard line. Detachable handle, composition cork grip; oil-tempered steel blade.



Send for bulletin.

PREMAX PRODUCTS
DIVISION CHISHOLM RYDER CO., INC.
5223 Highland Ave., Niagara Falls, N. Y.

FLEMING'S
Wallrite
DECORATED
BUILDING
PAPER



Tack It or Paste It

There's a bright,
beautiful
WALLRITE design
for
every room
in the house

Manufactured Exclusively by
FLEMING & SONS, Inc.
Dallas, Texas
(*NEWSPAPER MATS identical to this are available to dealers.*)

prospects in their communities. It also tells dealers how to display and demonstrate power mowers to their greatest advantage and illustrates each of the four Eversharp power mower models and sizes, as well as the three hand mower models and sizes.

Other important information included is: mower assembling instructions; parts price lists for power and hand mowers; and the complete variety of advertising helps — all illustrated — which are now available to Eversharp mower dealers.

The booklet is available upon request to the manufacturer.

•

New Garden Hose Repair Fitting by H. B. Sherman

A trend to smaller sizes of plastic garden hose is said to have led to the development of a specially designed repair fitting by the H. B. Sherman Manufacturing Co. of Battle Creek, Mich. It is the Sherman "long-grip" No. 85CL 7/16" coupling for connecting or mending 7/16" and smaller plastic hose.



The coupling employs the Sherman patented "staggered fingers" in a special design to conform to small diameters and hold plastic hose with a deep biting grip. The multiple corrugated tail piece has a channel in the compression area that enables the fingers to compress hose for maximum grip.

The new products is packaged in an attractive counter display carton containing 12 couplings.



Doo-Klip
LAWN and GARDEN TOOLS



Doo-Klip
LAWN and GARDEN TOOLS





Doo-Klip
LAWN and GARDEN TOOLS



WHEN YOUR CUSTOMER *asks* FOR THE BEST



. . . SELL

CHANNELLOCK

Made only by CHAMPION DEARMENT

Channellock pliers are made by skilled craftsmen of a company known for nearly 3/4 of a century for its highest quality products. The outstanding features of Channellock pliers such as Longer Wearing, No Wear on the Joint Bolt, Closely Spaced Adjustments and Greater Strength make them the most desired pliers.

Whenever your customers ask for pliers . . . help them select the Best . . . Hand them Channellock.

And remember, Only Champion DeArment makes Channellock. Send for Catalog D-3 today.

CHAMPION DEARMENT TOOL CO.
Meadville, Pa.

Channellock pliers are listed in the Yellow Pages of most Telephone Directories under "Tools"



CLASSIFIED

SALES REPRESENTATIVE FOR FLORIDA.
Well established light hardware manufacturer wants young man to call on hardware dealers and lumber dealers in state of Florida to promote sales through jobbers. Prefer man now calling on trade with one or two non-competitive lines. Attractive commission arrangement. Write in complete confidence advising age, territory now covered, how often you cover it, and lines you now carry. Address Box 658, c/o Southern Hardware, 806 Peachtree Street, N.E., Atlanta 5, Georgia.

Metalcraft Introduces New Magikan Step-on Container

Metalcraft Manufacturing Corp., Memphis, Tenn., has announced its new line of Magikan step-on containers, available in four models to help reduce inventory problems.

The containers include both 15 and 20 quart capacities. Two models feature aluminum outer housing, lid and inner container, while the other two feature heavy gauge treated steel outer housings and lid with aluminum inner container..



"Air Wing" toe control is available on all four models, and each features an automatic sta-open, odor-sealing lid cushioned with Koroseal. Of modern square design, with rounded corners and rolled edges, the units are available in both 14 and 16 inch heights. Finishes include unpainted satin finish-aluminum and baked enamel colors — white, red or yellow. Weights include 5, 6¼, 6½, and 7-¾ pounds.

Illustrated and descriptive literature is available upon request to the manufacturer.

◆

Cleveland Twist Drill Co. Offers New Drill Line . .

A new line of drills, available singly or in self-selling display cartons, has been introduced by The Cleveland Twist Drill Co.

Red Devil
INTRODUCES
NEW Twin Brush FP-33 Floor Conditioner

$64.50 RETAIL



Red Devil now adds the newest type of floor machine to its complete line . . . a versatile floor conditioning unit that polishes, buffs, waxes, scrubs, "steel wools,"* and sands*.

Twin 6" brushes — easiest to guide • Weighs 19 lbs. • Powerful ¼ H.P. motor Underwriters' Approved • White plastic bumper.

Backed by national advertising, complete merchandising aids.

**Unit in reconditioning kit at slight extra cost.*

A Product of
Red Devil Tools
Irvington 11, N. J., U.S.A.

Each set of drills comes in a clear plastic cylinder with screw cap. This container gives good visibility and makes selecting the right drill easy. Six of the new drill sets contain high speed drills, either regular length or the shorter home length for use in portable electric drilling machines. Three sets contain carbon steel drills, regular length only. Each offers a complete assortment of popular sizes,



IT WON'T SHRINK!



CONSUMERS CRACK FILLER
(COLD WATER PUTTY)

For cracks, holes, and crevices in wood, plaster, tile, stucco, and cement.

A "best seller" because it

- Dries hard
- Won't crumble, chip, or fall out
- Stays where it's put—holds screws, nails, tacks
- Water resistant
- Easy to work with—can be molded, sanded, sawed, painted, or stained
- No waste—mix with water only as needed

Packed in 1, 5 lb. cartons; also 25, 50, and 100 lb. drums.

Try it yourself. Find out why easier, faster repairs can mean easier, faster sales. Order from your wholesaler, or direct from us.

Another "Product of Merit" by Consumers.

CONSUMERS GLUE CO.
1515 N. HADLEY ST. · ST. LOUIS 6, MO

from 1/16" to 1/4" or from 1/16" to 1/2".

Colorful display cartons hold either six or 12 drill sets, depending on the size of the drills.

Prices and full information may be obtained from The Cleveland Twist Drill Co., 1242 East 49th St., Cleveland 14, Ohio, or from the company's stockrooms in New York, Detroit, Chicago, Dallas, San Francisco or Los Angeles.

◆

New Catalog Issued for Challenger Hand Tools .

Penens Corp., Schiller Park, Ill., has issued a new catalog on its complete Challenger hand tool line. It is 8½ x 11 inches in size and is Kalamazoo-punched for binding. Plastic coating on the cover insures long life, and pages are lithographed on fine enamel stock showing each tool to best advantage. The catalog is fully illustrated with detailed descriptions of individual tools, merchandise boards, tool sets and tool boxes.



The catalog is available to all dealers and wholesalers. Challenger's new catalog, No. C851, can be obtained by writing direct to Penens Corp., on store or company stationery, or by request from your wholesaler.

◆

Sythax Offers New Five-in-One Tool . .

Sythax Co., 445 Tennessee St., Memphis 3, Tenn., is now manufacturing five practical tools in one unit — a scythe, brush hook, hoe, weed cutter, and axe.

Features include: a strong hardwood, oval-shaped handle; patented sigmoidal shank that gives proper balance; high-steel socket double riveted; steel channel support for blade that eliminates vibration; and a double-edge blade of fine tool steel that is easily sharpened without removal.

The shank is extra heavy with steel channel support for blade, which is 11½" long, 3¼" wide. Weighing 55 pounds per dozen, the Jumbo Sythax is packed one-half dozen to the bundle.

Additional information is available from the manufacturer upon request.

CONVENTION DATES

Alabama Retail Hardware Association, annual convention and trade show, March 30-April 1, 1952. Headquarters, Hotel Whitley, Montgomery, Ala. Secretary, Mrs. Euna G. Ramsey, Room 203, 1926 - 4th Ave., Birmingham, Alabama.

Arkansas Retail Hardware & Implement Association, annual convention, Feb. 21-22, 1952. Headquarters, Hotel LaFayette, Little Rock, Ark. Secretary, J. Wayne Tisdale, 604 Rector Bldg., Little Rock, Arkansas.

Hardware Association of the Carolinas, annual convention, June 9-11, 1952. Headquarters, Hotel Charlotte, Charlotte, N. C. Secretary, Mrs. Sally C. Masten, 118½ E. 4th St., Charlotte 2, N. C.

Florida Retail Hardware Association and **Georgia Retail Hardware Association,** annual joint convention, May 19-21, 1952. Headquarters, Geo. Washington Hotel, Jacksonville, Fla. Secretary, W. W. Howell, Box 183, Waycross, Georgia.

Ta-pat-co
TRADE MARK REGISTERED U.S. PAT. OFF.
HORSE COLLAR PADS



For every work horse and mule.
"The pad with the rust-proof red hooks"

Ta-pat-co
TRADE MARK REGISTERED U.S. PAT. OFF.
TRACTOR SEAT CUSHIONS



For every tractor and farm implement seat.

See your jobber or write us.

THE AMERICAN PAD & TEXTILE CO.
Greenfield, Ohio

MAKERS OF FAMOUS TA-PAT-CO HORSE COLLAR PADS SINCE 1881

CHECK YOUR
MOSSBERG
STOCK

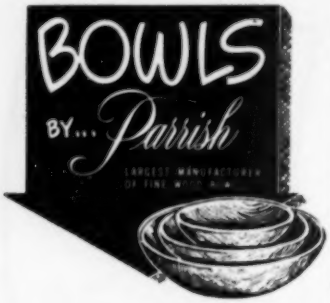


Now's the time to check your stock of Mossberg rifles, shotguns and telescope sights.

Your jobber can supply you promptly with most models—to give your customers the wide selection that assures quick, profitable sales.

O. F. Mossberg & SONS, INC.

O. F. MOSSBERG & SONS, INC.
24701 St. John St., New Haven 4, Conn.



5 GREAT LINES

Five price levels. They make your selling easier, faster and more profitable.

Select just the kind of bowls at prices your trade will want and buy freely. Knowing about "Old Colonial" and "Caesar Salad" bowls is a must.

New descriptive folder and price list will tell you about all five lines. Write today. Action will bring you a good sales idea.

J. SHEPHERD PARRISH CO.

205 W. Wacker Drive — Chicago 6, Ill.

Kentucky Retail Hardware Association, Inc., annual convention and trade show, Jan. 22-24, 1952. Headquarters, Brown Hotel, Louisville, Ky. Secretary, Dwayne L. Laws, 501 Republic Building, Louisville, Kentucky.

Louisiana Retail Hardware Association, annual convention, April 20-22, 1952. New Orleans, La. Secretary, David O. Mansfield, Box 1696, Jackson, Mississippi.

Mississippi Retail Hardware Association, annual convention, June 15-17, 1952. Headquarters, Buena Vista Hotel, Biloxi, Miss. Secretary, David O. Mansfield, Box 1696, Jackson, Mississippi.

Missouri Retail Hardware Association, annual convention and trade show, Feb. 19-21, 1952. Headquarters, Jefferson Hotel, St. Louis, Mo. Secretary, Harry F. Scherer, 1189 Arcade Bldg., St. Louis, Missouri.

Oklahoma Hardware & Implement Association, annual convention and trade show, Feb. 5-7, 1952. Headquarters, Municipal Auditorium, Oklahoma City, Okla. Secretary, R. K. Thomas, 515 Midwest Bldg., Oklahoma City, Oklahoma.

Tennessee Retail Hardware Association, annual convention, Feb. 17-19, 1952. Headquarters, Noel Hotel, Nashville, Tenn. Secretary, Morris Jones, Box 784, Nashville 2, Tennessee.

Texas Hardware & Implement Association, annual convention and trade show, Jan. 28-30, 1952. Headquarters, Baker Hotel, Dallas, Texas. Secretary, Ray M. Souder, 822 Texas Bank Bldg., Dallas, Texas.

Tri-State Hardware & Implement Association, annual convention, Feb. 10-12, 1952. Headquarters, Hotel Herring, Amarillo, Texas. Secretary, M. D. Shepherd, Canyon, Texas.

Virginia Retail Hardware Association, annual convention and trade show, March 25-27, 1952. Headquarters, Hotel John Marshall, Richmond, Va. Secretary, G. T. Omohundro, Jr., Scottsville, Virginia.

West Virginia Hardware Association, annual convention and trade show, Feb. 18-20, 1952. Headquarters, Waldo Hotel, Clarksburg, West Va. Secretary, James C. Fielding, 1628 McClung St., Charleston, West Virginia.

ORDER THIS *SALES MAKER* TODAY!

Selected, All Purpose Nozzle Display • 10 Actual Nozzles



Special, eye-catching display of 10 interchangeable caulking gun nozzles. Creates more interest—MORE PROFIT! This colorful counter display shows actual Vital nozzles, including wide-throat and flat-tipped nozzles for special uses. Only $5.45.

See Your Jobber or Write Direct

Vital PRODUCTS MANUFACTURING CO.
7500 Quincy Avenue • Cleveland 4, Ohio

A Progressive Magazine for Progressive Hardware Men . . .

. . . is SOUTHERN HARDWARE . . . the South and Southwest's own "home town" magazine published in the interests of the wholesale and retail hardware trade below the Mason-Dixon line. For more than 34 years, SOUTHERN HARDWARE has been a guide and friend to hardware men and is built on a program of service to readers. From its inception as an exclusive hardware publication, SOUTHERN HARDWARE has developed its editorial material the hard way and the expensive way—by contacting the most successful Southern hardware merchants and, in illustrated feature articles, explaining in practical detail the business management and sales promotion methods being used successfully. Each subject is given special attention in its relation to the special needs and problems of Southern hardware men.
Why don't you cash in on the business research done by our staff of seasoned editors. Take advantage of the working knowledge that top authorities in your field placed at your fingertips through the pages of SOUTHERN HARDWARE.
If you are not now a subscriber, or if your subscription is due for renewal, send in your order today—1 year $1.00, 3 years $2.00.

SOUTHERN HARDWARE

806 Peachtree Street, N.E. — Atlanta 5, Georgia

MARSHALLTOWN **MARSHALLTOWN TROWELS**



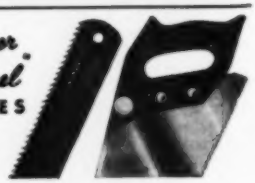
MARSHALLTOWN TROWEL COMPANY • MARSHALLTOWN, IOWA

ATKINS *Silver Steel* **SAWS**

- HANDSAWS
- CROSSCUT SAWS
- CIRCULAR SAWS
- HACKSAWS
- KEYHOLE SAWS
- ALL OTHER TYPES



Silver Steel FILES



E. C. ATKINS AND COMPANY
402 South Illinois Street • Indianapolis 9, Indiana

Speed sells the "YANKEE" 130A "Q-R" Spiral

A tool that makes time for your customers makes sales for you. The "Yankee" 130A converts a simple, easy push into a power-spin that drives the screw home. The quick-return (Q-R) spring automatically returns the handle for another power drive. Keeps the bit in the screw slot. Makes an easy one-hand job of driving and drawing screws even in awkward positions . . . overhead or down below, in narrow places or "blind" applications. That's the kind of speed with manpower economy a man can see in a moment and buy without hesitation. That's worth money on the assembly line, in the shop, for all kinds of maintenance work. Built to do hard work the easiest way . . . for years and years of willing service.



SELL THESE WORK-SAVING ACCESSORIES

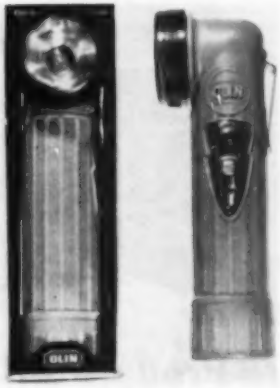
"YANKEE" TOOLS NOW PART OF STANLEY THE TOOL BOX OF THE WORLD

NORTH BROS. MFG. CO.
Philadelphia 33, Pa.

Olin Introduces New Angle-Head Flashlight

A new angle-head flashlight which includes a strong clip is being introduced in a pre-tested new full-view carton by Olin Industries, Inc., New Haven, Conn.

By means of the clip, the flashlight may be attached to belt or clothing to provide light while leaving the hands free. It is of the type used by the armed services and boy scouts, it was announced, and is ideal for use by campers, sportsmen, guards, officers, and others requiring a flashlight that need not be hand-held while in use.



Second to bear the Olin name and a companion of the two-cell straight flashlight announced recently, it has a three-position safety-lock switch, spare lamp carrier in its deep cap, barrel-length ribbing for firmer hand-grip, and is made of high-impact polystyrene.

The full-view carton used to display the angle-head flashlight is open on two sides, permitting examination and trial of switch and beam.

The flashlights will be sold either in display units of six, or individually, and they carry a suggested retail price of $2.15 each, without batteries.

◆

Red Devil Cuts Prices on Floor Conditioning Units

Red Devil Tools, Irvington, N. J., announces reductions on its three most popular floor conditioning machines: The retail price of FP-23 has been reduced from $34.95 to $24.95; FP-11 from $106 to $99.75 (net cost to dealer); and No. 444 floor sander from $313.50 to $299.75 (net cost to dealer).

Volume production and sales made the reductions possible, it was announced.

Exceptional VALUE! for 1952

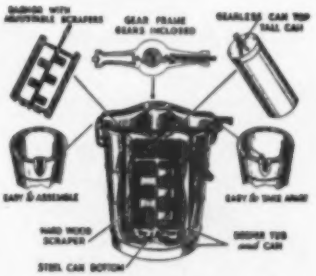


The New Peerless FREZO

Today's outstanding freezer value —the new Peerless FREZO. A sturdily built freezer made by the makers of the well known Peerless Freezer. Its low price for a quality freezer makes it an exceptional value and an attractive leader for quick turnover and increased profits in '52. Ask your jobber.

Household Sizes: 2 to 8 Qts.

Features



Write us for complete information. See your jobber.

The PEERLESS FREEZER CO.
Winchendon, Mass.



How Can America Produce All the Steel It Needs ... for Military... and Civilian Purposes?



FREE BOOKLET Tells How to Conduct Scrap Salvage Program in *Your* Business.

Address Advertising Council, 25 W. 45th St., New York 19, N. Y.

One way is to feed more pig iron into the furnaces. But . . .

That will require *more* supplies of ore, limestone, coal, etc.*—to say nothing of more new ore boats and rail cars to transport the additional supplies.

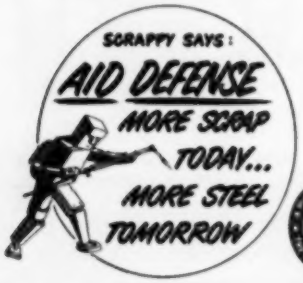
A better way—the *only* practical way—is to use the *dormant* iron and steel scrap lying around in the form of old machines, equipment, tools and metal structures.

Your business *must* have available scrap—in *some* form. That scrap is *needed* to keep the furnaces going in the steel mills . . . to keep our fighting forces and our allies well armed . . . to sustain our civilian life at home.

Think how many ways *you* use iron and steel. Think what would happen if it became extremely scarce. Put your iron and steel scrap to good use—now—by selling it to your local scrap dealer.

Don't delay—the emergency is becoming more severe every day.

*For every ton of scrap fed into the furnaces, we save approximately 2 tons of iron ore, 1 ton of coal, nearly ½ ton of limestone and many other critical materials. Also, scrap helps make steel faster, shortens the refining process.



NON-FERROUS SCRAP IS NEEDED, TOO!

This advertisement is a contribution, in the national interest, by

SOUTHERN HARDWARE

Southern FARM EQUIPMENT

JANUARY, 1952

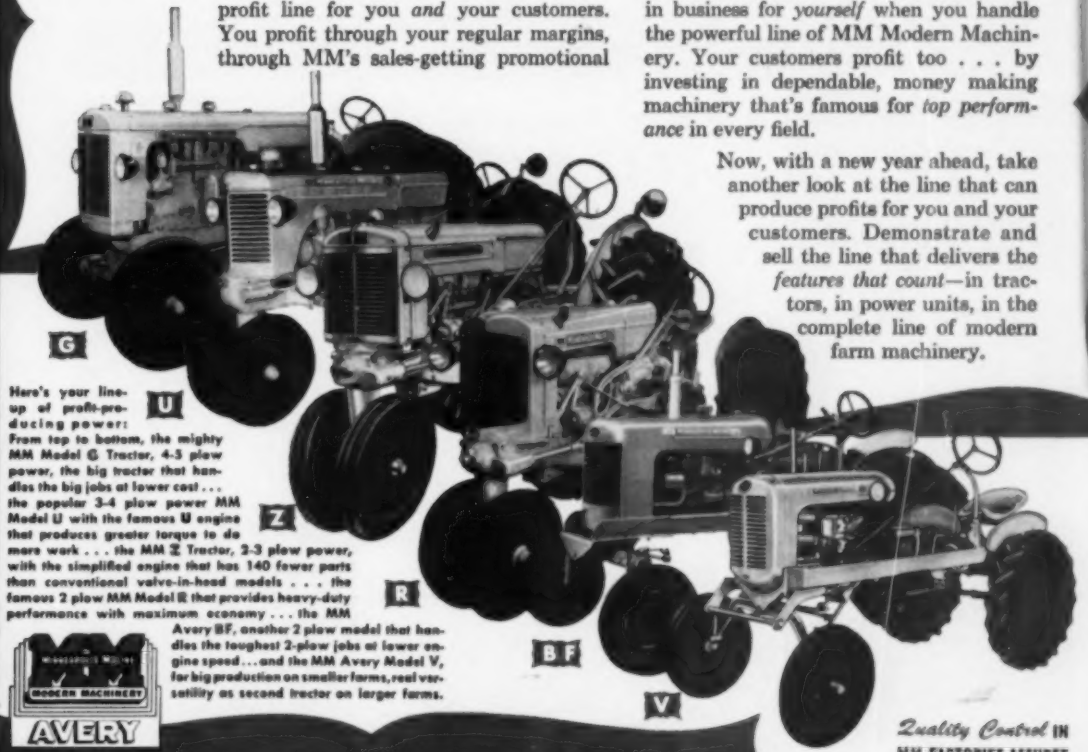
Section of SOUTHERN HARDWARE

806 Peachtree St., N.E.
Atlanta 5, Ga.

Here's THE LINE for a more profitable NEW YEAR for you and your customers!

Year-in and year-out, the MM line is a profit line for you *and* your customers. You profit through your regular margins, through MM's sales-getting promotional helps, through the knowledge that you are in business for *yourself* when you handle the powerful line of MM Modern Machinery. Your customers profit too . . . by investing in dependable, money making machinery that's famous for *top performance* in every field.

Now, with a new year ahead, take another look at the line that can produce profits for you and your customers. Demonstrate and sell the line that delivers the *features that count*—in tractors, in power units, in the complete line of modern farm machinery.



Here's your line-up of profit-producing power: From top to bottom, the mighty MM Model G Tractor, 4-5 plow power, the big tractor that handles the big jobs at lower cost . . . the popular 3-4 plow power MM Model U with the famous U engine that produces greater torque to do more work . . . the MM Z Tractor, 2-3 plow power, with the simplified engine that has 140 fewer parts than conventional valve-in-head models . . . the famous 2 plow MM Model R that provides heavy-duty performance with maximum economy . . . the MM Avery BF, another 2 plow model that handles the toughest 2-plow jobs at lower engine speed . . . and the MM Avery Model V, for big production on smaller farms, real versatility as second tractor on larger farms.

MODERN MACHINERY
AVERY

Quality Control IN MM FACTORIES ASSURES DEPENDABLE PERFORMANCE IN THE FIELD.

MINNEAPOLIS-MOLINE
MINNEAPOLIS 1, MINNESOTA

America's Largest Selling...
...Fastest Selling
Fertilizer Spreader & Seeder!

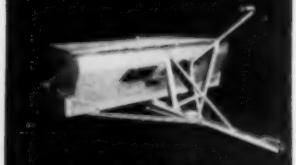




Ezee Flow Model "120"



Ezee Flow Models "88" & "100"



Ezee Flow Models "55" & "66"

More Farmers Buy

EZEE FLOW

Than Any Other Spreader

because...

Only Ezee Flow is guaranteed to spread any fertilizer in any condition in exact amounts...uniformly and accurately without clogging...or money refunded. Ezee Flow is the most complete line of fertilizer application equipment in America.

DEALER INQUIRIES INVITED

EZEE FLOW CORPORATION

World's Largest Manufacturers of Fertilizer Application Equipment

Dept. SH-1, 10 S. La Salle St., Chicago 3, Ill.

Copyright, 1952, Ezee Flow Corporation.



Ezee Flow "Place-O-Matic"



Ezee Flow Universal Seeder



Ezee Flow Grass Seeder

Parts man, right, makes some final suggestions to customer who is leaving repair shop. This practice often develops additional business. Below: a close check on repair work in progress will reveal worn parts that will soon need replacement



Selling by Suggestion



Boosts Parts Volume

By B. Miller

THERE CAN BE no place for half-way sales efforts if the farm equipment dealer is to build a substantial parts volume, according to W. B. Watkins, parts manager for B. M. Woodfield and Son, farm implement dealers in Damascus, Maryland.

On practically every sale, Watkins pointed out, additional items can be sold if the parts counterman is alert to closely related parts which might be suggested to the customer. As the result of such sales tactics, this company consistently exceeds its set monthly quotas on parts by from 30 to 80 percent.

It is essential, Watkins continued, that parts employees know parts, talk parts and be backed by a well-stocked department.

"A parts manager who goes over his stock constantly, knows the uses of parts and, as a matter of sales policy, steadily suggests parts replacements to customers will build a sizable parts volume, and in time customers will recognize these reminders as a definite service."

Watkins cited some examples of the kind of "selling by suggestion" that has paid off for this firm.

A customer came into the store recently and requested four valves and one guide. Watkins questioned him as to whether one guide was enough, and sold him two. He suggested lockrings and sold the customer four. After further questioning a head gasket was added to the sales slip. Watkins suggested a sediment bowl, and with the sale of this item, the transaction was closed.

He cited other instances, but cautioned that a parts salesman cannot assume a need. When equipment has been brought in for specific service, it is only wise practice to consult the customer before adding other parts.

This approach to sales has been effective in moving parts at a faster rate. Sales in a recent month were as follows:

Tractor parts—
Quota $449 Sales $568.91
Implement parts—
Quota $350 Sales $630.58
Accessories—
Quota $160 Sales $560.68

Watkins emphasized the importance of having parts in stock when farmers needed them and of carrying an ample inventory of fast-moving items. To this end the company maintains a parts inventory valued at more than $18,000.

By going over the numbered bins constantly, observing and keeping in mind parts that should move, Watkins not only keeps aware of parts in great demand, but watches closely stock that is not moving.

For example, he had on hand a number of air cleaners for tractors —items that were not moving.

"They were perfectly good products, and I knew there were customers who could put them to good use provided someone reminded them they were available," he said.

By bringing these to the attention of all customers, he succeeded

(*Continued on page* 88)



Through demonstrations and use of a full-time outside salesman, aggressive dealer is capitalizing on this market

By Ross Holman

How They're Cashing in on the

Rural Appliance Market

THE RURAL APPLIANCE market—broadened by the farm electrification program—is a natural source of additional profits for farm equipment dealers, according to Carney Harris and D. L. Goad, owners of the Springfield Implement Co., Springfield, Tenn.

To capitalize on the widespread demand by farm families for all types of appliances, these dealers maintain a separate appliance section and employ a full-time outside salesman.

Though appliance sales have slumped in many sections of the country, Harris has no complaint about his volume. It has been steadily good, he says, because the rural market for appliances is far from reaching the saturation point. As proof of this, he points out the fact that more farms every day are being electrified which, in turn, creates new customers for appliances.

In Harris' opinion, implement dealers, in selling appliances to the farm trade, have a strong competitive advantage over other retailers who handle these lines. For one thing, equipment dealers have "one foot in the door" since they already take care of a farmer's machinery and service requirements. They have established friendly relations with farmers in their territory and know their home and farm needs better than anyone else.



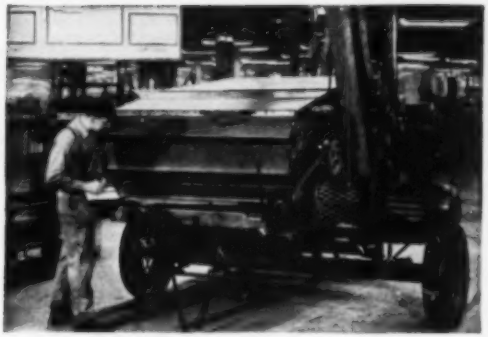
Top: John Scott, company's outside salesman, reports to Carney Harris following a day's sales and demonstration work. Above: Here, Scott demonstrates proper method of packaging perishables for storage in a home freezer. This customer had attended a community demonstration

The company's outside salesman, John Scott, has been promoting appliances ever since REA began extending power lines through the firm's trading area. Back in the early days, he would visit a newly energized community the very day the kilowatts began to flow. He would go from farm to farm offering to install the labor-saving conveniences in which farm wives had been interested for many years.

The first appliances most of them bought were refrigerators to replace old ice boxes. Next came washers and ranges followed by

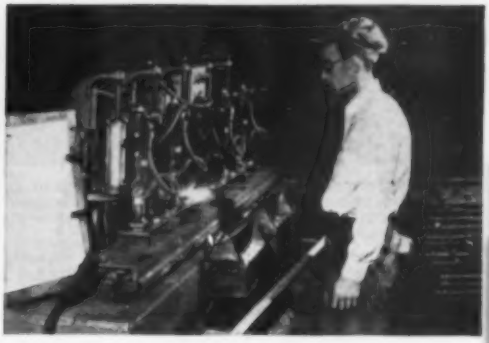
A report to you about men and machines that help maintain International Harvester leadership

How the McCormick No. 64 Harvester-Thresher earns its IH trade mark



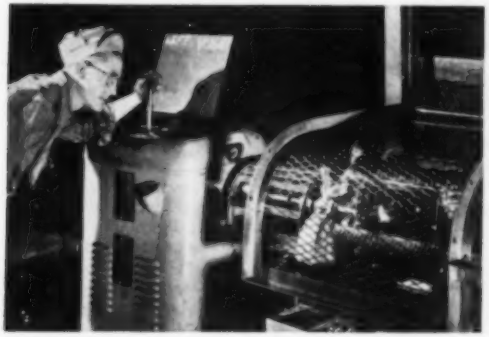
The No. 64 Comes Off the Line "Threshing"

Here is an inspector checking the "biggest of the 6-footers" at 1200 rpm. cylinder speed. He goes over *every* moving part . . . makes sure all settings and adjustments meet high IH standards. This is one of over 5,000 different inspections that safeguard the quality of McCormick harvester-threshers.



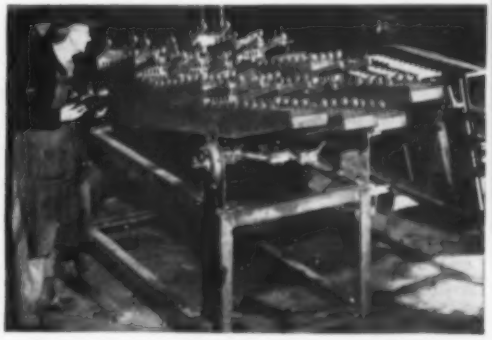
Robot Welder Makes Hole-Free Rasp Bars

Supporting studs are made part of cylinder rasp bars by this automatic welding machine. There are no bolt holes to weaken the bars or to break their continuous, ribbed threshing surfaces. This means cleaner, more complete threshing at the cylinder. Quality control guards against defective welds.



Cylinder Balance Can't Vary an Ounce

Every cylinder is statically and dynamically balanced for smooth, vibration-free operation. It is run at 1050 rpm. in. this dynamic balancer and balanced within limits of one-half ounce. Good balance prolongs bearing life, and permits setting cylinder and concave close together for threshing clover and other small seed.



Destruction Tests Head Off Field Failures

Here is a combine straw rack operating at normal speed under heavy overload. The straw rack illustrated has been run for 378 hours of operation without adjustment or repair. This test will continue until the straw rack fails. IH engineers use destruction tests, which localize and measure wear, to contantly improve McCormick farm equipment.



INTERNATIONAL HARVESTER

International Harvester products pay for themselves in use—McCormick Farm Equipment and Farmall Tractors . . . Motor Trucks . . . Crawler Tractors and Power Units . . . Refrigerators and Freezers—General Office, Chicago 1, Ill.



Having completed a sale, Scott here helps load a home freezer for delivery to the home of a customer. Cooperation with Home Demonstration Agent has helped the company to develop this business

some of the smaller items. But since REA lines now have been extended throughout all but a few areas the immediate demand for refrigerators has leveled off. The same refrigerator owners now are interested in home freezers and are responding well to Scott's various promotional activities.

Scott maintains that the average farm has a far greater need for electrical items than the average city home. And he has built a sizable volume of trade not only for the ordinary home appliances, but for electric milk coolers, milkers, hot water installations for washing and sterilizing dairy equipment, and for other equipment.

Scott promotes the sale of home freezers mainly through demonstrations since in this way he can explain the merits of the unit to the largest number of prospects. One way he does this is to put on a demonstration in some leading community during a period of special farm activity. Two ideal periods for such a demonstration are just before hog-killing time and before strawberry time.

When ready to stage a demonstration he works through the Home Demonstration Agent and the community womens' clubs. Invitations are sent out and usually 50 or more of the women in the community attend. Each lady is handed an "intention" card on which she checks the next major appliance she will need. This supplies Scott with one of the most lucrative prospect lists he has, especially for home freezers, and he follows these up immediately after the demonstration.

For the demonstrations, Scott has a freezer on hand and arranges for a lady specialist who not only explains the value of the unit, but shows how certain foods are cleaned, cut up, wrapped or otherwise processed for storage. At hog-killing time she shows how the backbones, spare ribs, sausage and other internal hog delicacies are processed and kept fresh until the family can consume or sell them. Similar demonstrations are held at strawberry time, and at other times when vegetables and meats are prepared for storage.

These community demonstrations have been instrumental in closing many freezer sales, and Scott emphasizes that the Home Demonstration Agent is an invaluable assistant in the success of such promotional plans.

The Home Demonstration Agent also has been of much help to Scott in his work with 4-H clubs. For example, at one recent 4-H meeting the Home Demonstration Agent discussed with the youngsters their future projects. They decided to choose one girl for a home freezer project. Scott, who was listening in, offered, free of charge, the use of a freezer to carry on this project.

After a few months the young girl's parents bought the freezer. The best results of the project, however, came through the publicity that followed. Other 4-H youngsters with their parents visited the home to see how the project was progressing.

Scott has found also that the country and suburban stores are good prospects for freezers. Twelve stores in and around Springfield now have his units. He has placed them in village and crossroads stores throughout the country.

Most of these stores were not large enough to install the more expensive commercial refrigeration units and until recently they missed out on much business because of lack of facilities to handle the profitable lines of fresh meat, fish, ice cream, etc., that the larger stores sold.

◆

Boosts Parts Volume

(*Continued from page* 85)

in selling several. Another item on hand, a canopy, used to shield tractor operators from the sun, was not moving.

"I mentioned it to everyone I had a chance to talk to and finally disposed of it at a good price."

He goes back to the shop several times a day, discovers whose equipment is being repaired or overhauled, finds out what parts are worn or close to replacement, takes a few notes and keeps an eye out for the customer who will come around to get his farm machinery. Then Watkins approaches him and talks over his needs.

Accessories are thus given attention as well as parts. Lights, a front bumper, new tires are all brought to the customer's attention. Outside salesmen in their farm-to-farm surveys stimulate the sale of accessories as they look over farm machinery and recommend needs and repairs.

Watkins maintains that a constant review of the bins, studied with a view to improving buying practices and boosting sales, and watching quantities on fast- and slow-moving parts, keeps his parts department ahead of quotas. No perpetual inventory records are maintained here.

"It is seeing the part day after day, knowing its use that keeps it in my mind's eye," he said. "I even find it good practice to clean up and dust the shelves, rearrange to conserve space, or place some fast-moving parts in more accessible bins—just to keep parts constantly impressed on my mind and what our customers probably will be needing."



There—the final page is written

The cover is closed and labeled, and stamped with the seal of a generation.

It's finished . . . complete in fifty-two chapters, three hundred sixty-five pages . . . the latest volume of Man's greatest work.

And he places it beside the others upon the dusty shelf of Time . . . bold record of his thoughts, words, and deeds . . . bound in the blue and yellow of nights and days . . . and inscribed to readers yet unborn.

Indelibly it attests Man's handling of a heritage . . . the discharge of a stewardship . . . the good and the bad . . . the successes and the failures.

Multi-colored are its pages . . . here, a line in the scarlet ink of anger . . . there, a word in the brilliant gold of kindness . . . passage after passage in the blue of despair and the silver of hope . . . in the green of petty prejudice and the purple of majestic tolerance.

And, fearing posterity's critics, he hesitates to leave it.

But then he remembers that this authorship of his is a commission, a charge that binds him to complete his share of the manuscript . . . and he knows that somewhere, somehow, he will find the courage and the inspiration.

So, once again, Man dips his pen . . . determined that this time he will author a better, a finer edition . . . and he reaches for a new book with pages which as yet are blank.

Carefully . . . with confident fingers . . . he inscribes the title:
Volume Nineteen Hundred and Fifty-Two.

JOHN DEERE • MOLINE • ILLINOIS

Farm Equipment Retailers Now Under

New Price Control Regulation

CPR-100 covers retail sales of new and used farm equipment and repair parts

RETAIL SALES of new and used farm equipment and repair parts now are covered by a tailored ceiling price regulation — CPR-100—which became effective December 10.

Previously, resellers of farm equipment and repair parts were covered by the resellers' CPR-67, issued on August 21. The new regulation, CPR-100, uses the basic pricing technique of CPR-67, but is designed to meet the "peculiar and specific" pricing problems of retail sellers of farm equipment.

It is not expected, according to OPS, that the new regulation will materially affect the general level of retail prices prevailing before its issuance, since it is based generally on the historical pricing practices prevailing in the industry.

In general, ceiling prices are established on the basis of manufacturers' current published list prices, f.o.b. factory, plus a handling and service charge of 5 percent of the list price, and a charge for inbound transportation.

In the case of new farm equipment repair parts, ceilings are established as the manufacturers' current published list prices, f.o.b. factory, plus either (1) the manufacturer's or wholesale distributor's handling charge and actual transportation cost paid by the seller, or (2) a percentage of the list price equal to the average percentage used by the farm equipment dealer during the period April 1 through June 24, 1950.

If a retail dealer does not use the price list method of pricing, he may determine his ceiling prices by applying the highest markup he realized during the period April 1 through June 24, 1950, as applied to his net invoice or delivered cost, depending upon the practice he followed in this period.

Ceiling prices for used farm equipment and repair parts are dependent on the type of seller.

If a seller purchased the equipment for use and not for resale, the ceiling price is 85 percent of the base price of the item if sold within two years of date of sale now. If the item is sold within two years after its acquisition as new equipment, the ceiling price is 70 percent of its price.

The "base price" is the first of the following which can be used by the seller: The last published list price or if no list price, the ceiling price of the same or most comparable item when sold new in the locality of the sale minus its transportation costs.

If a seller acquires used equipment for resale and resells it without it being reconditioned or guaranteed, the ceiling price is the sum of the following: The trade-in allowance or purchase price, $25.00 or 10 percent of the trade-in allowance or purchase price, the ceiling price of parts needed to make repairs and the charge for labor and other materials used in making such repairs. However, the ceiling price is limited to 85 percent or 70 percent of base price the same as applied where the equipment was not acquired for resale.

A similar method using slightly higher allowances and percentages is provided for establishing the ceiling where a seller acquires used equipment for resale and reconditions it for sale to a user.

Ceilings for used farm equipment repair parts are established as 70 percent of the manufacturers' current published list price, or the last published list price.

Sellers must furnish purchasers of new or used equipment selling for $25.00 or more, with an invoice showing: (1) name and address of purchaser; (2) date of sale; (3) a description of the item sold, including make, model and

(*Continued on page* 100)

Guarantees such as this must be furnished buyers of reconditioned and guaranteed farm equipment

GUARANTEE

The seller hereby warrants that the machine or equipment described below has been thoroughly inspected and reconditioned and that all parts which should be replaced, repaired, adjusted, or aligned for proper operation have been replaced, repaired, adjusted, or aligned.

The seller guarantees that the machine or equipment described below is in good operating condition, and that it will remain so under normal use and service for a period of forty-five days from the date of delivery. During this forty-five day period the seller agrees to replace and install any defective or missing parts free of charge and to correct free of charge any mechanical condition which prevents the machine or equipment from operating properly.

This guarantee does not extend to tires or tubes or to any repair or replacements made necessary by misuse, negligence, accidents, or collusion.

The seller warrants that the following parts, materials, and labor were needed and actually used in reconditioning the machine or equipment since its last use. This work was started January 20, 1952, and was completed January 24, 1952.

JANUARY 26, 1951.

PARTS	
(1) Set rings	$10.40
(2) 4 spark plugs	3.00
(3) Set brake lining with bands	5.50
(4) Cylinder head gasket	1.65
Total	20.55

MATERIALS	
(1) Paint	1.75
(2) Antifreeze (2 gallons)	7.00
(3) Oil (6 quarts)	2.40
(4) Gas (10 gallons)	2.50
Total	13.65

LABOR	
25 hours, at $3.00 per hour:	
Total	75.00
Total reconditioning	109.20

The prices shown do not exceed the undersigned's applicable ceiling prices.

Description of used item:

Make of equipment: A.B.C. Tractor.

Date of Delivery: January 26, 1952.

Model and serial No.; Model XYZ, No. 126549.

Total selling price: $2,042.50.

JOE DOE IMPLEMENT COMPANY,

JOE DOE, *President.*

It's Great to DEMONSTRATE...

The BIG BARGAIN in Farm Power and Utility



Strike stump or stone—the Break-Away plow lets go. Back up—plow recouples automatically.

DOES 100 JOBS



CASE

With the new Break-Away Plow, rear-mounted on Eagle Hitch of the improved "VAC" Tractor, Case dealers are staging spectacular demonstrations in stony, stumpy land. They latch onto the new power-take-off hammer mill, pick it up by hydraulic control, go grinding anywhere without bother of belting up or staking down. With Utility Carrier on Eagle Hitch they load at ground level, lift hydraulically, haul huge boxes, big barrels, heavy machines. With bigger wheels and tires they demonstrate better traction in soft footing, higher clearance in cultivating. They show how a whirl of the new steering gear and a touch of the new self-energizing brake put the "VAC" through a pivot-point turn. By every test, at every task, Case dealers can demonstrate that they have the big bargain in farm power and utility. J. I. Case Co., Racine, Wis.



N. W. Hoffman, one of the partners in the Jefferson Tractor & Implement Co., explains to a customer exactly what is included in the list price of a tractor. The owners of this business have found nothing to be more effective in selling than showing the customer in writing just what his money is buying



They Do a *Complete* SELLING JOB

WITH AN ANNUAL volume that approaches $250,000, owners of the Jefferson Tractor & Implement Co., Birmingham, Alabama, give credit for their successful operation to what they call detailed selling. The three partners in this business—H. D. Barton, M. Y. Barber and N. W. Hoffman—have found nothing to be more effective than showing the customer in writing just what his money buys.

To illustrate his point, Hoffman tells this story. Recently, he was called to the farm of a prospective customer to discuss prices of the various makes of tractors.

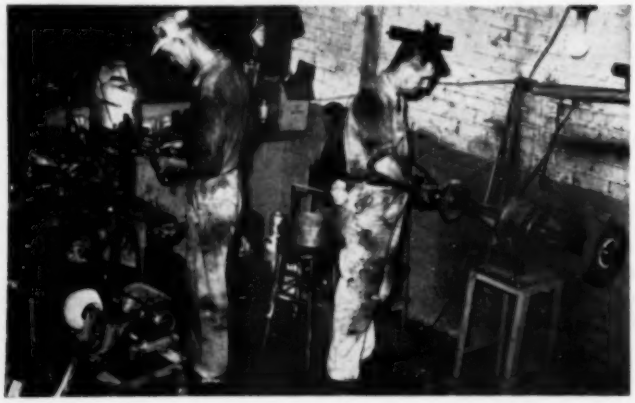
"I have priced all makes of tractors in the size range I want," the customer said, picking up a sheaf of papers from his desk. "I have narrowed my choice down to yours and one other make. But yours is higher in price than the other, and I thought I would give you a chance to tell me why before I bought."

"What are you getting?" Hoffman asked. "What size tires are they giving you? Does it have a power take-off? Does it have hydraulic lift for the implements?"

Reaching in his pocket, Hoffman produced a thoroughly detailed list, with complete specifications, of every item included in his price. This list also included recording fees, finance charges, down payment and balance remaining.

"I suggest you take this list, check it thoroughly and see if these items are included in the price you were given on the other tractor," Hoffman said. "Listed here are all of the items you will want for the successful operation of the tractor."

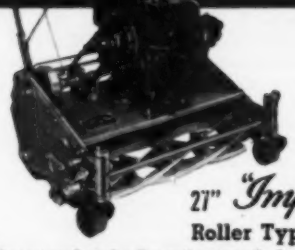
(*Continued on page* 100)



Above: Every used tractor sold by the company is guaranteed against specific defects. All used equipment is thoroughly reconditioned in firm's well-equipped shop, left

Cooper

Built for those who want the Best



27" *"Imperial"*
Roller Type Mower

Rubber covered steel roller and caster wheels. New positive reel adjustment and new all-steel welded deck. Powered with 3.1 HP Briggs & Stratton motor. Rubber tired Riding Bulky (optional equipment).

No one knows how many Cooper Mowers will be available in '52 - so it is important that you get your order in to your nearest distributor as early as possible. If you do not have his name - write for complete information.

30 MILLION readers will see Cooper National advertising during March, April and May. Be sure to get your share of the profitable sales this national publicity will create.

ORDER FROM YOUR NEAREST DISTRIBUTOR - BUT ORDER EARLY



"KLIPPER" POWER MOWERS

18" and 20" Cutting Widths

GET THE "EXTRA" OF COOPER EXCLUSIVE FEATURES

- Fully enclosed oversize Diamond chain drive
- Oversize enclosed Timken Reel bearings with automatic takeup
- Unbreakable tubular steel handle
- Patented, positive action, non-wearing clutch. Simple, powerful, self-locking
- Extra strong, zinc die cast alloy frame
- Zinc die cast alloy drive pinions with hardened steel inserts
- Patented "Quickset" height adjustment with a range of ½" to 2¾"
- Power driven weed cutter (optional)
- Plus the always dependable Briggs & Stratton motors

COOPER MANUFACTURING CO.

603-605 South First Avenue
Marshalltown, Iowa, U.S.A.





New officers of the Georgia Farm Equipment Association are, left to right, front row: Joe F. Pruett, secretary-treasurer; C. A. Moody, president; and M. A. Nuckolls, vice president. Back row: Frank Almand, Alvin Wight, Felton Christian, M. T. McDowell, W. F. Schroer, and G. W. Westbrook, directors

Georgia:

MEMBERS OF THE Georgia Farm Equipment Association met in Atlanta, Ga., December 3-4 for their eighth annual convention.

During the first business session, presided over by President Earl F. Lewis, delegates heard discussions by John A. Sibley, Chairman of the Board, Trust Co. of Georgia; R. K. Thomas, secretary of the Oklahoma Hardware and Implement Association; and Dr. Paul W. Chapman, Associate Dean, College of Agriculture, University of Georgia.

At a manufacturers' luncheon given by the Atlanta branch houses, association members heard R. W. Dibble, International Harvester Co., discuss "Serving the Manufacturer."

The second day's business session featured talks by Lewis F. Gordon, C & S Bank, Atlanta; Dr. Milton P. Jarnagin, Animal Husbandry Department, College of Agriculture, University of Georgia, and Dr. C. A. Moody, vice president of the association who discussed "Successful Service."

C. A. Moody, Newnan, was elected new president of the association, while M. A. Nuckolls, Gainesville, was named vice president. Joe F. Pruett, Macon, was reelected secretary-treasurer. Directors are: Felton Christian, Athens; M. T. McDowell, Columbus; Walter F. Schroer, Valdosta; Frank Almand, Atlanta; Alvin Wight, Cairo; and G. W. Westbrook, Ila.

Alabama:

MEMBERS OF THE Alabama Farm Equipment Association met in Birmingham November 14-15 for their eighth annual convention.

Delegates heard John L. McCaffrey, president of the International Harvester Co., and a featured speaker on the program warn that farmers will not be able to buy all the farm machinery they need in 1952 because of military demand for materials.

Speaking at the association's annual banquet, U. S. Senator John Sparkman of Alabama discussed the international situation and ventured the opinion that the United States would be in a position to bargain with Russia by the end of 1952.

Meanwhile, Eugene Munger, Jr., of Montgomery, the newly elected president of the association, called for cooperation by dealers in collecting scrap from farms.

Other speakers included: E. T. Jensen, works auditor, J. I. Case Co., Anniston, Ala.; Harold M. Schudt, works manager, Allis Chalmers, Gadsden, and Dale Williamson, sales manager, John Deere, Chamblee, Ga.

In addition to Mr. Munger, who succeeds Walter P. Nesbitt, Gadsden, members of the association elected W. T. Hedden, Huntsville, vice president, and re-elected J. T. Gaillard, Auburn, secretary-treasurer.

New Directors are: H. J. Kinzer, Evergreen; Homer Lee, Troy; R. Benson Crain, Gadsden; Dean Goodsell, Florence; W. R. Taylor, Montgomery, and A. C. Allen, Selma.



New officers of the Alabama association, seated, left to right: W. T. Hedden, vice president; Dean Goodsell, director; Fuller Kimbrell, national councilor; and J. T. Gaillard, secretary-treasurer. Standing: R. Benson Crain, W. R. Taylor, H. J. Kinzer and A. C. Allen, directors; and Eugene Munger, Jr., president

CONTINENTAL MOTORS · AMERICA'S STANDARD · Powerful as the Nation

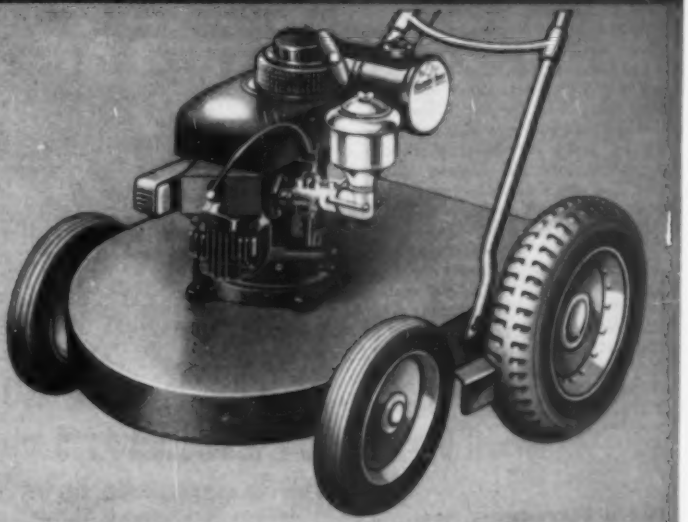
CONTINENTAL-POWERED



AU7 (1½ h.p.) and AU7-B (2 h.p.). For applications where lateral space is limited. This is one of five series of small air-cooled four-cycle engines, ranging from 1 to 2½ h.p.



AD7 (1½ h.p.) and AD7-B (2 h.p.). Direct drive vertical shaft engine, shown with recoil type starter. Two vertical shaft models also available for belt-driven installations.



For 50 years—over since 1902—the performance of Continental Engines has been building solid prestige for the Continental name. The surest way of clinching volume sales of lawnmowers, garden tractors, and similar equipment, this coming Spring, is by standardizing on lines that feature dependable Red Seal power.

- *OUTPUT IN EXCESS OF RATED POWER*
- *AMPLE TORQUE FOR PEAK LOADS WITHOUT STALLING*
- *QUICK, EASY STARTS EVERY TIME*

PARTS AND SERVICE IN EVERY COMMUNITY

Continental Motors Corporation

AIR-COOLED INDUSTRIAL ENGINE DIVISION

12800 KERCHEVAL AVENUE • DETROIT 14, MICHIGAN

Georgia Dealers to Attend Mechanization Conference

THE SECOND annual Georgia Farm Mechanization Conference, sponsored jointly by the Atlanta Farm Equipment Club and the Division of Agricultural Engineering, University of Georgia, will be held January 22-23 at the College of Agriculture in Athens.

Dealers from all over the state are expected to attend the two-day conference which again will feature discussions by leaders in the field of agriculture. A highlight of the program this year will be a tour of the Southern Piedmont Conservation Experiment Station.

Included in the first day's program will be discussions on "Planning Soil and Water Conservation"; "Equipping a Conservation Farm," and a talk by H. H. Bloom, president of the Massey-Harris Co. The day's activities will close with a banquet to be held in an Athens hotel.

The second day's session will feature talks on: "Mechanical Cotton Harvesters"; "Harvesting Green Crops"; "Mechanical Corn Harvesters"; "Drying and Storing High Moisture Corn"; "Machinery for Pasture Renovation"; "Machinery Problems in Mulch Farming"; and "Sprinkler Irrigation Results."

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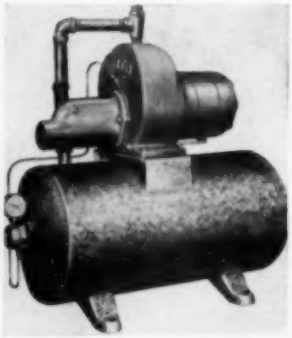
Delco Introduces New Assembled Water System

A NEW completely assembled water system, utilizing the Delco horizontal jet pump, was announced recently as an addition to the Delco line, by Delco Appliance Division of General Motors Corporation, Rochester 1, N. Y.

A Delco horizontal jet pump is assembled on a 12-gallon horizontal galvanized steel pressure tank. It is only necessary to connect suction and discharge lines and then make the usual electrical connections to place the unit in operation. It can be operated on either 110 or 220 volt, 60 cycle current.

This new pump is available in ⅓ and ½ HP sizes, and the complete unit includes the exclusive Delco Rigidframe Motor with built-in overload protection, automatic air volume control, automatic 20 to 40 pound pressure switch, and non-slam type self-loading foot valve with spiral strainer or check valve as required. Capacities range from 480 to 990 gallons per hour at 20 pounds pressure within the shallow well range. It is also possible to easily convert the pump from shallow to deep well operation.

This new addition to the complete Delco line is ideal for small suburban homes, cottages, camps and similar installations.



Oliver Corp. to Acquire the A. B. Farquhar Co. . .

THE OLIVER CORPORATION, 400 W. Madison St., Chicago 6, Ill., has entered into an agreement with the A. B. Farquhar Co., of York, Pa., under which it is expected that the outstanding stock or assets of the Farquhar Co. will be acquired by Oliver through an exchange of stock. Under the agreement, one share of Oliver common stock will be exchanged for each four shares of Farquhar.

A. King McCord, president of Oliver, has announced that that company has filed a statement with the Securities and Exchange Commission registering a block of its common stock to be issued for this anticipated change. According to the announcement, the transaction should be completed in January.

Acquisition of Farquhar add to Oliver's line of products, spraying and dusting equipment and orchard and vegetable machinery in the agricultural field. Farquhar's material handling conveyors and food processing equipment augment Oliver's industrial lines.

◆

Mobile Sprinkler System from Farm Improvement

A NEW portable sprinkler system, the Speed-TOW Giant Caster, is being produced by the Farm Improvement Co., 3523 Blake St., Denver, Colo., to eliminate lifting or heavy labor and to make irrigation of large farms a job which can be performed by a single person and an occasional use of a light tractor.

The Speed-TOW system is installed by attaching a caster unit at each coupling by means of adjusted collar-clamps along the line. The two casters have a combined tred of 10 inches and, because of their swivel bearings, will move in any direction.

The line is connected in the center of the field by a hose joint. This joint is disconnected, and each half is towed to the next position and reconnected.



Think What This Means...

To a Farm Equipment Dealer

A Franchise to Sell:

1. Ford Tractors, with all that the Ford Name means, priced to sell for up to $500 less than other leading two plow tractors.*

2. Dearborn Implements, an outstanding line of Farm Equipment matched to the Ford Tractor to take full advantage of its power.

(These are but two of many advantages of the Dearborn Dealer Franchise)

*...with comparable equipment —based on manufacturer's suggested list prices.

DEARBORN MOTORS CORPORATION
BIRMINGHAM, MICHIGAN
National Marketing Organization for the Ford Tractor and Dearborn Farm Equipment



Ferguson Introduces New Farm Implement . . . . . .

A NEW unit which converts the Ferguson two-disc plow into a three-disc implement is now in full production by Harry Ferguson, Inc., Detroit, Mich.

The unit, which is said to enable tractor owners to increase the efficiency of their equipment, was developed at the engineering and research laboratories in Ferguson Park, Detroit.

The third disc, which is 26 inches in diameter and 3/16 inches thick, adds 10 inches to the normal cutting width of 20 inches. The three discs are set at a 50-degree angle to the direction of travel and can be adjusted vertically from 17 to 23 degrees to meet changing soil conditions.

Provision for the conversion unit already exists on both models of the two-disc plow. The new unit fits on the main tubular beam by removing the end cap behind the second disc. Complete assembly instructions are contained in an illustrated booklet issued with each conversion unit.

Addition of the third disc, company officials explained, enables the farmer to utilize more efficiently the increased power of the new Ferguson 30 tractor. And at the same time, 50 percent more ground is covered during plowing.

Features are the high trash clearance between the beam and the cutting edge of the discs, and the ease with which the disc plow may be transported.

Like the two-disc plow, the converted unit utilizes the Ferguson principle of linkage and hydraulic control. Operation in the field is simplified by the use of the Ferguson Finger-Tip Control. This system, originated by Harry Ferguson, permits raising and lowering of the implement without leaving the tractor seat.

The plow is controlled by the driver, and depth of penetration in constant soil conditions is automatic once the controls have been set. As in the case of the two-bottom plow, side draft is well controlled by a floating furrow wheel. The sharp, coulter-type blade wheel is mounted on a hinged, spring-loaded axle which provides greater penetration and keeps the discs in alignment even under difficult soil conditions. The tubular steel frame provides the toughness and rigidity necessary to stand the stresses due to the twisting forces which are placed on any disc plow.

◆

Dearborn Appoints Three Consulting Engineers . . .

THREE outstanding authorities in the field of agricultural engineering have been named consulting engineers for Dearborn Motors, Birmingham, Mich., national marketing organization for the Ford tractor and Dearborn farm equipment.

The consultants named by R. E. Hunt, vice president in charge of engineering, are Professor Harry B. Walker, Davis, Cal.; Dr. J. Brownlee Davidson, Ames, Iowa; and J. B. Wilson, Auburn, Ala.

All three have served as agricultural engineering specialists for outstanding universities or extension services. Their experience will be used in an expanding program of research now underway at the Dearborn Motors agricultural research center in Birmingham, as well as in experiments and testing operations being conducted in the field.

"We are only getting started in the program of mechanizing American farms," said Mr. Hunt. "The farmer still does 60 percent of his work manually. That is the agricultural engineer's challenge."

◆

SprayPak Enamels in Self-Spraying Cans . .

TRACTOR and implement enamels, packaged in self-spraying cans and known as Tractor and Implement SprayPAK enamel, is being manufactured by Chase Products Co., Maywood, Ill., and are available in all standard tractor and implement colors.



Chase's SprayPAK is designed for use in maintenance and touch up work on tractors, implements, trucks, etc. The new product is ideal for use in the shop because of the instant availability of the proper color to match each touch-up job. It accomplishes quickly and economically almost any paint job, giving professional results, with no preparation such as mixing, thinning and stirring of the paint prior to application and no cleansing or preserving of equipment afterwards.

In addition to shop use, SprayPAK units are sold for farm and home use, enabling any user to get beautiful spray paint job results with a minimum of effort and expense.

The quick drying enamels used in Chase's SprayPAK are "tack free" in a matter of minutes after application, and absolute "hard dry" is accomplished in a few hours time.

Cobey

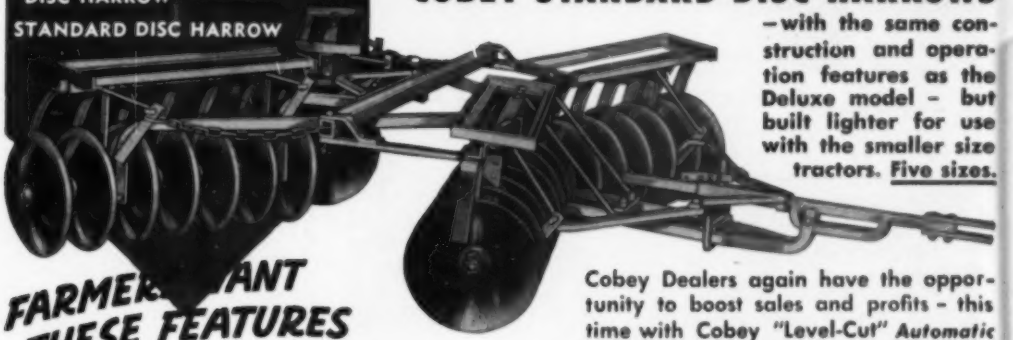
"Level-Cut" *Automatic* DISC HARROWS

OUT-PERFORM and OUT-SELL all others!



DELUXE DISC HARROW

STANDARD DISC HARROW



COBEY DELUXE DISC HARROWS

They have the built-in weight and ruggedness for high-speed, heavy-duty service with the large size tractors. Five sizes.

COBEY STANDARD DISC HARROWS

—with the same construction and operation features as the Deluxe model – but built lighter for use with the smaller size tractors. Five sizes.

Cobey Dealers again have the opportunity to boost sales and profits – this time with Cobey "Level-Cut" *Automatic* Tractor Disc Harrows.

FARMERS WANT THESE FEATURES

Cobey has them!

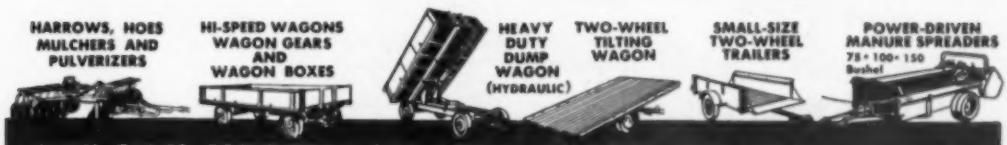
- Automatic leveling control on rear gangs.
- Perfect discing—no ridging, no trailing.
- One-rope control for angling gangs.
- Fully adjustable front snubbers.
- Extra large bearings with either wood or metal inserts.
- Non-clogging standards and disc scrapers.
- Galesburg or LaBelle heat-treated discs.
- Extra-heavy, ⅜", high carbon steel axles.
- Unusually sturdy and heavy frame and weight boxes.
- Special drag hitch permits hauling other implements without throwing gangs off balance.

You really have something to talk about. —Cobey Tractor Disc Harrows are packed with features that spell "PERFORMANCE and SERVICE" to farmers. There's a Cobey size and type to meet any demand.

The Cobey Line includes a modern, efficient HORSE-DRAWN Disc Harrow in three sizes.

Sold thru regular Farm Equipment Distributors—write for name of Cobey Distributor nearest you.

THE COBEY CORPORATION
Galion, Ohio, U. S. A.



COBEY FARM EQUIPMENT FOR EVERY HAULAGE AND TILLAGE PROBLEM

"A PROFIT MAKER FOR EVERY ACRE"

We Consider Our Jamesway Line a Best Seller!

Says Kenneth Butterfield
Veteran
Jamesway Dealer



Mr. Butterfield's attractive display of Jamesway Poultry Equipment is a real sales builder!



ELECTRIC BROODER
"Air Conditioned". Heat flows down and outward, cuts floor drafts. Also oil, gas and coal-type brooders.



PRESSURE WATERER
It's new! Completely automatic. Dome keeps birds off top and protects float control. Hot-dip galvanized.



CHICK FEEDER
Tumble sides cut feed waste. Legs and reel are adjustable. "Grows" with your chicks.

"Jamesway equipment is a best seller! We know from experience. We've been in business for the past 14 years and have always handled Jamesway Poultry Equipment. Three years ago we added Jamesway Barn Equipment to our merchandise.

"The Jamesway line attracts new customers . . . keeps our old ones coming back. They *know* Jamesway time-saving equipment for poultry and livestock is the best they can buy."

You, too, can make extra sales, earn extra profits by selling the Jamesway line. It's been a favorite of poultry raisers for more than 40 years. For complete information, write Dept. SH 152.

Display the Sign that Poultry Raisers Know Best

YOUR Jamesway DEALER

James Mfg. Co.

Ft. Atkinson, Wis. Mount Joy, Pa. Los Angeles 33, Calif.

In Canada: Eastern Steel Products Ltd.
Jamesway Division—Montreal, Preston, Toronto

PUT A JAMESWAY DEPARTMENT IN YOUR BUSINESS

Tailored Price Order

(*Continued from page 90*)

serial number, if any; (4) selling price; (5) itemized statement of any extra charges, including itemized list of parts and labor, if any used in repairing or reconditioning the equipment.

In the case of sales of reconditioned and guaranteed equipment, the seller will furnish the buyer with a form of guarantee as indicated on page 90.

•

Complete Selling Job

(*Continued from page 92*)

As a result of this detailed list, which showed the customer exactly what he would receive for his money, Hoffman walked out with the order.

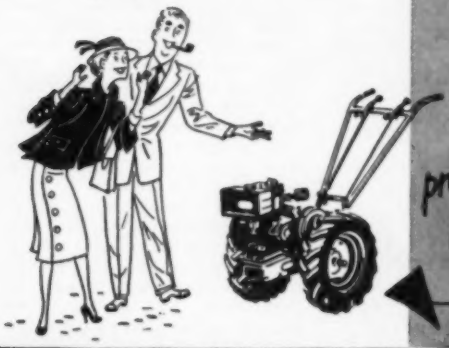
These partners have found that nothing pays off so well as getting the specifications of tractors and equipment down in writing, when giving prices to a prospect. The company's three outside salesmen also follow this plan rigidly. For the company, it is a matter of policy that salesmen make certain that the prospect knows and understands every piece of equipment and every attachment that he is receiving for the stated price.

It is easy for the dealer to give a stripped-down price such as that for a tractor without starters and lights in order to give the impression that his product is just as good, but lower priced. But it doesn't pay, according to Hoffman. He maintains that intelligent selling demands that the farm equipment dealer not deceive his customer, for the good will of the customer is more important in the implement business, possibly, than in any other retail business.

This policy applies also to used equipment sold by this firm. Listed are such items as: belt pulley and power take-off; touch control; starter and lights; combination rear lamp and tail light; muffler, and others.

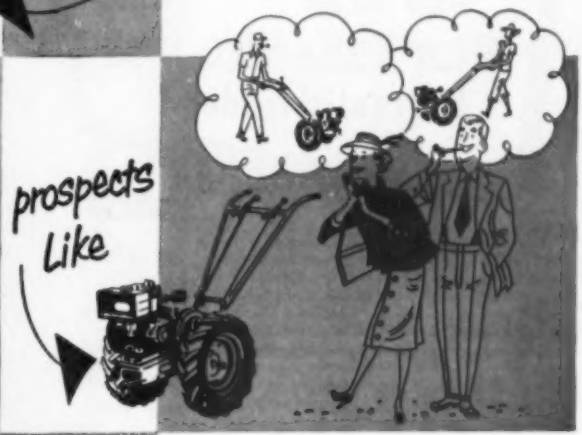
"We have been careful always not to oversell our customers," said Hoffman. "However," he added, "be sure that you don't undersell him either." The detailed listing of items always brings to the mind of the customer questions as to just how he intends to use his equipment, both in the immediate and in the more

Build a bigger business in 1952... DO IT with Simplicity



at Simplicity Garden Tractors and implements because they've been presold by consistent advertising in magazines such as Country Gentleman, Farm Journal, Saturday Evening Post, Better Homes & Gardens, etc. . . . because Simplicity's 1952 advertising features the versatility and utility which make Simplicity America's easiest-to-sell Garden Tractor.

Simplicity because it does the farm and garden jobs they want done . . . because it costs so little to buy and maintain . . . Because only Simplicity has such features as patented "Quick-Hitch" which permits implement changes in less than a minute *without tools.*





Simplicity because they know they're getting their money's worth in quality construction and durable performance. That's why one demonstration is usually enough to close the sale — and then you have a good customer who is still a ready prospect for Simplicity implements and for all the other merchandise in your store.

SIMPLICITY MANUFACTURING COMPANY
5251 Spring Street, Port Washington, Wisconsin

SO
Build a Bigger Business in 1952 . . . do it with **Simplicity**

AMERICA'S NO. 1 GARDEN TRACTOR

distant future.

This thoroughness stimulates interest in many types of implements. This firm does not, by any means, limit its sales to implements of only one line. Though the franchised line accounts for a major portion of their sales, they seize on every opportunity to sell a customer a piece of equipment, whether they have it in stock or not.

An inquiry to them regarding a specific type of implement that they have not previously handled usually starts them out on an efficient investigation of every implement of that type available. Often correspondence on such items will run to a dozen or more letters, for the operators of this firm compile thorough data on the availability of these implements, including prices, freight charges, guarantees, etc.

"We do not like to sell any implement unless we know how good it is," Hoffman said. "We have to back up its performance just the same, even though we often do not regularly handle the line. However, one sale to a satisfied customer usually makes him a repeat customer.

"That's the reason we go to such trouble to do an intelligent job of investigation on every item we sell."

This thoroughness applies to the method of arriving at prices on used equipment. Every used tractor sold by this firm is guaranteed against specific defects at the time of sale. Thus, nearly every tractor gets shop repairs, ranging from minor to major service, in accordance with its need and condition. Hoffman remembers one time that they bought a tractor at a junk price of $45, spent $1150 on it, and sold it at a profit.

Efficient bookkeeping shows them everything that has been done to used equipment, with an itemized list of the full cost. The shop receives retail credit for work done, and all parts are charged to the used equipment at retail. Gas, oil, and grease also is charged to these tractors. Thus, the firm always knows exactly where it stands on such equipment. In 1950, for instance, the firm's bookkeeping shows that it made $5,881.39 on trade-ins, over and above trade-in price.

The partners, all with long experience in the farm equipment business, started their dealership in Birmingham in 1944. It has grown, by these methods, from a small firm to one employing three salesmen, five mechanics, and a bookkeeper.

Details, the partners have found, always help to sell farm equipment.

◆

Red Jacket Acquires Cook Water Systems Line . . . . .

RED JACKET Manufacturing Co., Davenport, Iowa, announces the purchase of the domestic water systems line of A. D. Cook, Inc., Lawrenceburg, Ind.

The acquisition will not affect the sale and distribution of Red Jacket products, as the new line will continue to be offered to Cook distributors, and no changes are contemplated, it was announced.

The purchase should permit a better and more stable utilization of Red Jacket's manufacturing facilities through increased volume of sales, offsetting to some degree the labor, material, and tax increases so prevalent, it was announced.

Production will begin about the first of the year.





Steel is 50% Scrap!

You're helping yourself, when you help round up the SCRAP

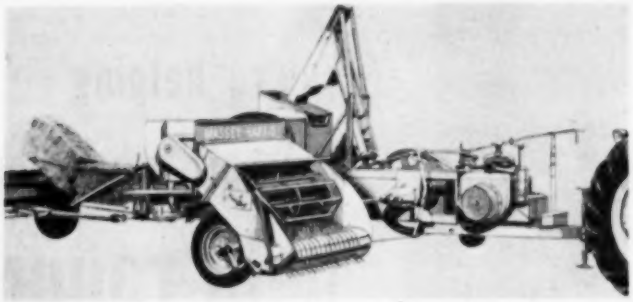
Production means STEEL . . . and it takes scrap to make STEEL. The more scrap that's rounded up the more we'll all have for ourselves and for defense.

Mr. Dealer . . . here's how you can help

- ***Tell your customers about the need for scrap. Tell them you'll arrange to get it off the farm for them.***
- ***Look around yourself! If you find metal that is no longer useful, suggest that it go into scrap.***
- ***Contact your nearest scrap dealer and keep him advised of any scrap you find or that is reported to you. He'll assist you in getting it started back to the mills.***

NEW IDEA
FARM EQUIPMENT COMPANY
SUBSIDIARY AVCO MANUFACTURING CORPORATION
COLDWATER, OHIO

ROUND UP THE *Scrap* to help make the things that make business good!



New Hay Baler Announced By Massey-Harris . . . . . .

A NEW automatic twine-tie slicer baler, designed to produce a "sliced" bale with proper density, has been announced by The Massey-Harris Co., Racine, Wis. Positive automatic tying, baling with minimum loss of valuable leaves and safe, one-man operation, are among the features listed by the manufacturer.

Development of the slicer baler was under the supervision of Tom Carroll, Massey-Harris chief combine engineer and harvesting expert, who developed the self-propelled combine pioneered by Massey-Harris more than a decade ago.

The new baler has a full floating pick-up table, adjustable by spring tension. Vertical feeder assures positive movement of windrowed hay to the auger trough without the use of raddles or raker bars. Sheet metal under the feeder is solid, preventing loss of leaves. The feeder housing has ample clearance to handle full flow of hay. An auger conveyor to the bale chamber has balanced capacity to deliver uniform charge of hay. Pick-up and feeding operations handle hay and tender leaves gently.

At the baler chamber, the "wad" packer is adjustable for short or long crops to pack hay or straw to proper density throughout the bale. Steel plunger traveling on a 32-inch stroke, 50 strokes per minute, produces uniform bales. The plunger is equipped with a sheer blade which cuts each charge of hay producing a "sliced" bale. Plunger action is continuous during tying operation. Entire action of tying occurs at the forward stroke, while the bale is under full pressure.

In operation, the bale carries three bales; one ready to drop on the ground; one in the rear of the bale chamber, and one being formed for tying.

Knotter heads and twine needles are operated by direct drive from the main shaft through gears. Conveniently located cans hold four 24-pound balls of baler twine.

Although the Massey-Harris baler is a new machine in the company's line of farm machinery, farmers throughout the country have been operating experimental machines under the observing eyes of Massey-Harris engineers over a three-year period. Experience gained under actual field conditions through this engineering experimental program are incorporated in the new baler.

According to the manufacturer, the new slicer twine-tie baler is a practical, cost-reducing unit both for the average farmer who harvests his own hay or the custom operator who contracts for baling on a larger scale. The baler is now being produced on a limited schedule with production restricted to existing steel allotments.

◆

New Idea Announces Personnel Changes . .

GENERAL expansion and the acquisition of the Horn Manufacturing Co. in April have resulted in a number of staff changes at Avco Manufacturing Corp.'s New Idea Farm Equipment Co., Coldwater, Ohio. William Werner, general manager of New Idea, announces that George B. Hill has been appointed director of engineering for the company, with Bruce K. Tice as his assistant.

Mr. Hill joined the Deere & Co. Ottumwa Works in 1935, as junior engineer. Specializing in the design of forage handling equipment and sweep rakes, he was advanced to senior engineer and then to design engineer. In 1947 he became chief engineer at Ottumwa, leaving this position in 1948 to become chief engineer at the New Holland Machine Division of the Sperry Corp.

Mr. Tice specialized in production cost analysis at the John Deere harvester works, East Moline, Ill., from 1936 - 1944. He was with Harry Ferguson, Inc., from 1944 - 1947, and came with New Idea as a project engineer on baler design in 1947. In 1949 he was advanced to assistant chief engineer.

William Vutz, formerly chief engineer at New Idea, has resigned. Leonard Wogaman has assumed duties as manager of the New Idea-Horn plant at Fort Dodge, Iowa, following his promotion from factory day superintendent at the New Idea Coldwater plant. Mr. Wogaman joined New Idea in 1948 as a senior tool engineer.



George B. Hill



Bruce K. Tice

R. B. McClarnon, who acted as temporary manager of the Fort Dodge plant, has resumed his duties as product manager at Coldwater, while Thomas W. Mahoney has been appointed the new personnel director at the Fort Dodge plant.

R. B. Louden Dies Following Accident

R. B. LOUDEN, 66, president of The Louden Machinery Co., Fairfield, Iowa, died on November 25 in Iowa City, following complications resulting from an automobile accident.

Born in Fairfield, Iowa, he was the son of William Louden, who in 1867 founded The Louden Machinery Co., and the barn equipment industry, after patenting the world's first hay carrier.



R. B. Louden

R. B. Louden joined the firm after completing school. He served in various capacities and was elected president of the company in 1939. In addition to this position, he was vice president of the Iowa Malleable Co., and vice president of the Iowa State Bank and Trust Co., both of Fairfield. He was active in state and national manufacturing association circles.

♦

Everite Publishes New Jet Pump Bulletin . . .

A NEW bulletin describing its complete line of horizontal jet pumps for deep and shallow wells has been published by the Everite Pump and Mfg. Co., Lancaster, Pa.

This bulletin contains complete information on Everite's convertible type horizontal jet systems.

Easy to read, Bulletin 300:2 includes information on the complete package units, basic jet pumps, and a new line of small package systems.

A complete listing of all jet assembly packages to fit the basic pumps are included, along with complete specifications and rating tables of the entire line of Everite horizontal jet pumps and systems.

NOW ENJOY THE REALLY VERSATILE

New GARDEN TRACTOR

FOR FARM, GARDEN, HOME AND ESTATE

- clears land
- plows
- saws wood
- cultivates
- mows grass
- cuts brush

KUT-KWICK



The Kut-Kwick rotary mowing attachment cuts and shreds light undergrowth—brush, grass, weeds etc., forming a valuable mulch on the land which promotes the growth of green pastures



The garden tractor has a circular saw attachment which fells trees at ground level. It also cuts them into firewood, fence posts etc. Kut-Kwick uses standard garden plows, harrows, cultivators etc., and is produced with power range of from 2 to 6 h.p.



DEALERS—
Write today for illustrated catalog and prices

KUT-KWICK TOOL CORPORATION
P.O. BOX 476 BRUNSWICK, GEORGIA

BIGGER SPRAYER SALES for You ... in '52

1952

When You Stock and Sell

CHAPIN

SPRAYERS

Start the new year off *right!* Stock up with a good supply of CHAPIN Quality Sprayers. Attractive, efficient, and durable CHAPIN models display well, sell well. Make a New Year's resolution now to "move" more sprayers in '52 by selling CHAPIN . . . a great name since 1887!

FAST MOVING HAND SPRAYERS

No. 585



2 qt. cap. Gives steady pressure with easy pumping. Galvanized tank with seams double locked and soldered for heavy-duty use. Tank opening 1¼". Pump size 13" x 1½".



Popular

COMPRESSED AIR MODELS

No. 140

3½ gallon capacity funnel top model in Armco Zincgrip galvanized steel. Great new features: dome top, die cast quick closure, and all seams electric welded. Has 11¾" x 1¾" seamless brass pump.

WRITE FOR CATALOG NO. 51

Free: Gives complete data on large Chapin line of hand and compressed air sprayers, dusters, knapsack, and wheelbarrow sprayers.

R. E. CHAPIN MANUFACTURING WORKS, INC.

100 Chapin St. Batavia, N. Y.

M-H Introduces New Mounted Corn Picker

A 2-ROW mounted corn picker designed for model 30 and 44 tractors is a new addition to the Massey-Harris line of farm equipment, according to L. M. Sweeney, vice-president, sales. The firm also manufactures a 2-row self-propelled corn picker.

Described as a big-capacity, "drive-in" machine, the new picker is said to combine light weight with rugged construction. The unit is operated through the tractor hydraulic system.

The new mounted picker has most of the weight distributed over the rear wheels of the tractor. The unit weighs only 2275 pounds and, according to the manufacturer, features ease in mounting. Two pins, two lift rods, and installation of two springs complete the front hook-up. To attach the wagon elevator, hopper and blower, the operator inserts two pins and attaches two rods. Connecting the drive chains, tightening elevator chains and attaching blower belt completes the mounting. Power to the main drive is taken from the belt pulley shaft and runs through a housing under the tractor, which also acts as a pivot point for mounting the unit. Drive and housing can be left on the tractor when the picker unit is removed.

Adjustable, full-floating snouts and center divider of the mounted picker are designed to lift corn rapidly. Outside points are spaced 74 inches apart for maximum picking efficiency. Gathering chains are driven through slip clutches to prevent damage to the machine. Separate, independent snapping and husking rolls result in more capacity, according to the manufacturer. A rubber flight-type elevator in the unit carries ears across the full length of the husking rolls—heavy-gauge steel pressure plate gives constant tension on ears for efficiency in husking.

Further details may be obtained from The Massey-Harris Co., Racine, Wisc.

◆

Fairbanks Morse Orders Approach New High . . .

ORDERS and shipments of Fairbanks, Morse & Co., 600 S. Michigan Ave., Chicago 5, Ill., for the first nine months of 1951 were greater than a year ago and approached new high marks, it was announced recently by Robert H. Morse, Jr., president.

Orders for the first nine months of this year totaled $98,600,000 and were $21,200,000, or 27.4 percent, greater than the $77,400,000 reported for the same 1950 period.

Shipments were $85,200,000. This is $27,700,000, or 48 percent, in excess of the $57,500,000 shown for the same months last year.

"Our backlog of unfilled orders on September 30, last, stood at $59,800,000. A very small part of this being direct defense orders,"



This two-row mounted corn picker is designed for Massey-Harris tractor models 30 and 44. Operated through the tractor's hydraulic system, the unit is light in weight. Its 2275 pounds are distributed mostly over the rear wheels of the tractor. Adjustable, full floating snouts and center divider of the picker are designed to lift corn rapidly. Outside points are spaced 74 inches apart for maximum picking efficiency. Separate snapping and husking rolls afford greater capacity. A rubber flight-type elevator carries ears across the full length of the husking rolls

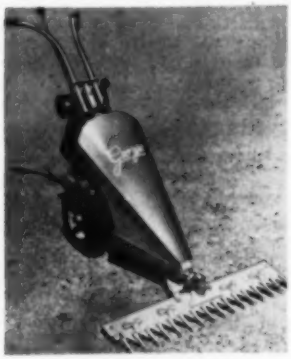
Mr. Morse said. "Our plant modernization program, begun over a year ago, is one of the reasons for the increase in shipments."

◆

George Introduces New Sickle Bar Mower . . .

SMOOTHER, easier operation is claimed for the new self-propelled sickle bar mower recently introduced by George Garden Tool Division, Community Industries Association, Sullivan, Ill. Features are the result of over one year of field study among users of equipment.

The mower speedily cuts down tall grasses and weeds on either flat or rough ground, and because it cuts clean and close to the ground, it doubles as a handy and practical power lawn mower around the home, farm, park, etc., the manufacturer announced.



A new floating sickle bar was redesigned to offer play or travel of about 6" up or down at either end and to automatically follow the contour of the ground. Another feature is the almost entire absence of vibration at the handle bars. This feature is due to the vibration absorption design of the chassis and to the shortened throw or travel of the knives across the cutting bar—only 1⅝" instead of the usual 2" throw. The knife also is self-lubricated from a main oil reservoir that insures maximum power to the knife at all times, it was announced.

Constant power to both wheels and mower is provided by a sturdy 2 h.p., air-cooled Clinton or Briggs & Stratton 4-cycle gas engine. Carter all-angle carburetor feeds fuel to engine regardless of mower's position. The mower cuts a full 30" width at a 1½" to 2" mowing height.

Throttle through governor controls forward speed up to 2 m.p.h. Solid disc wheels and well-guarded operation parts eliminate possibility of fouling up on tall weeds and grasses. Clutch to engage or disengage sickle knife is conveniently located on handle, so that mower may be driven forward under power without knives working because of individual V-belt drives to wheels and mower. Sturdily constructed of electrically welded steel members, the unit weighs only 134 pounds complete.

OTC Service Tool Bulletin For Caterpillar Tractors . .

A NEW 16-page bulletin issued by the Owatonna Tool Co., illustrates and describes OTC tools designed for servicing Caterpillar tractors. Hand tools and hydraulically-operated pulling tools are presented, with attachments and accessories built especially for use with the OTC Power-Twin hydraulic puller.

The tools have been developed with the cooperation of Caterpillar service engineers and approved

SPRAYING SYSTEMS

TeeJet SPRAY NOZZLES

with NEW ConeJet TIPS

to end clogging troubles in cotton spraying



Designed with single internal passage to reduce possibility of nozzle clogging. The CONEJET Tip is made in a full range of capacities and fits any TeeJet Spray Nozzle. Supplied as tip assembly or as complete nozzle. Ends up to 75% of all clogging troubles. Gives effective spraying in capacities as low as one gallon per acre. Tested and proved the most efficient nozzle ever built . . . for such cotton field applications as insecticide spraying for boll weevils and other pests and as defoliating sprays. WRITE FOR CONEJET Tip Flow Chart.

Other TeeJet Tips for use with TeeJet Spray Nozzles include flat spray tips for weed control, special tips for flame cultivating, and disc type tips for spraying insecticides containing suspended solids.

Be sure of supply by ordering now through your jobber, distributor or spraying equipment manufacturer.

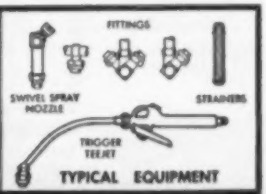
SPRAYING SYSTEMS CO.
3277 Randolph Street • Bellwood, Illinois

TeeJet®



SPRAY NOZZLES





TYPICAL EQUIPMENT

for the best in performance from equipment and chemicals!

and recommended by the Caterpillar Tractor Co. They provide a wide range of utility and handle pulling and installing operations involving gears, bearings, sleeves, pulleys, shafts, sprockets, bearing outer races, bushings, etc. Included also are details of the new 30-ton hydraulic ram, which also is adapted to standard OTC pullers.

OTC Bulletin on Caterpillar Tractor Tools, No. CT-52, is available from distributors or from Owatonna Tool Co., North 368 Cedar St., Owatonna, Minn.

J. K. Garner Joins McNees Sales Co. . .

FOLLOWING his retirement as president of the National Farm Equipment Retail Dealers' Association recently, J. K. (Kay) Garner of Greenwood, Miss., announces his connection with McNees Sales Co., 334 West Olive Ave., Memphis, Tenn., beginning November 1, 1951.

As promotion manager and liaison representative for the Central South and Southeast, Mr. Garner's educational work in the farm equipment field will be with farm equipment dealers, soil conservation districts, state college extension services, and county agents in the territories covered by McNees Sales Co., of Memphis and its Atlanta, Ga., division, Implement Sales Co., Decatur, Ga.

With 25 years experience in the farm equipment industry on the local and national level, Mr. Garner is well qualified for his new position.

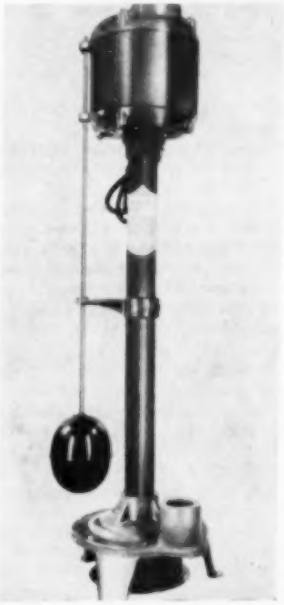
◆

Everite Introduces New Cellar Drainer

A NEW cellar drainer has been introduced by the Everite Pump & Mfg. Co., Inc., Lancaster, Pa. According to company officials, the new Figure 2652 was designed to give users a low-cost cellar drainer, yet built to offer long-life qualities.

Figure 2652 is of iron construction, including an iron impeller and steel column. Motor is 1/3 h.p. single phase 60 cycles 1750 rpm, and the float is plastic. All bearings are bronze. Capacities are up to 2500 gph, and discharge heads up to 14 feet.

The Everite Company also manufactures a Deluxe cellar drainer, Figure 2650, in bronze or iron, and a heavy-duty sump pump, along with a complete line of jet and piston-type water systems.





Sales Opportunities

FOR IMPLEMENT DEALERS

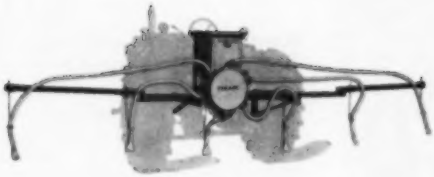
Farmers are using OK Champion Irrigation Pipe to improve yield and quality of crops. This light weight aluminum or steel pipe is easily moved from one location to another—watering fields from wells, lake or stream. Pipe ends are quickly connected from standing position—save time and labor. Flexible joints allow pipe to hug ground—pressure up to 150 lbs. guaranteed for sprinkling over wide area. Most Champion Irrigation Systems repay the farmer with a profit with first year's use. Advertised in farm papers.

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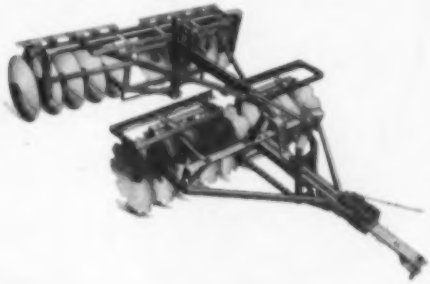


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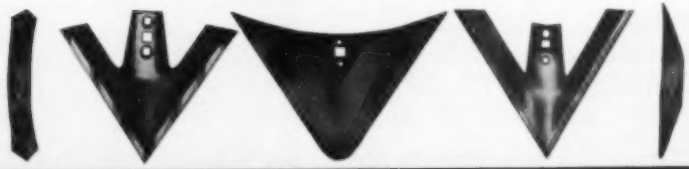


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NASHVILLE, GEORGIA

New Lancaster Underwater Pump Introduced to Trade

THE NEW Lancaster Underwater Pump has been announced by the Lancaster Pump and Manufacturing Co., Inc., Lancaster, Pa. Pump and electric motor are designed to operate under water and



can be set as deep as 800 feet. These pumping sets come in diameters as small as 4" and capacities as large as 2,000 gallons per minute. Motor sizes range from ½ hp to 250 hp.

The Lancaster Underwater Pump eliminates rods, plungers, cylinders, and there are no long shafts or bearings. No priming is required and the cost of a pump house is eliminated. Lancaster Underwater Pumps cannot be damaged by frost, heat or dust. They are easy to install and require no attention after installation, inasmuch as there is no seal in either the pump or motor part.

◆

Hoeing Attachment For Row and Hill Crop Care

A WIGLE Hoeing attachment, designed to eliminate the hand hoeing required in many row and hill crops, such as tobacco, truck crops, strawberries, nursery crops, etc., is announced by Auto Specialties Manufacturing Co., St. Joseph, Mich. Wider distribution of the machine and more extensive sales promotion is planned for the coming season.

The attachment is readily mounted on the tractor and is usually used simultaneously with the cultivators. One operator rides the Wigle Hoeing attachment, guiding the hoes around the plants or hills. The operator quickly acquires skill and hoeing is accomplished at a rate six to eight times that of hand hoeing, it is claimed. More thorough mulching and aerating of the soil closer to the plants is possible with the attachment.

A new two-row unit for use with two-row cultivators will be available for next season. At present, the one-row unit is available for attachment to Allis-Chalmers B and G, Farmall Cub and A, John Deere M, and Massey-Harris Pony models. Ford and Ferguson tractors can use two single-row units attached to the cultivator frame. The two-row model is designed to fit nearly any standard tractor model.



This hoeing attachment produced by the Auto Specialties Manufacturing Co., St. Joseph, Mich., is designed to eliminate the hand hoeing often required in many row and hill crops. Attached to the tractor the Wigle hoeing attachment may be used simultaneously with the cultivators. The operator rides the attachment and guides the hoes around the plants or hills. Hoeing is said to be six to eight times faster than that done by hand

Climax Introduces New Blue Streak Water Systems

NEW Climax Blue Streak water systems, completely factory and field tested, are being introduced by Climax Engine & Pump Mfg. Co., Clinton, Iowa.

The new pump, fully automatic water system, is interchangeable for shallow or deep well service. To convert, it is only necessary to add the inexpensive conversion package to the same pump. The problem of falling water levels never obsoletes the Blue Streak, it is claimed.



The one moving part, a one-piece impeller, is precision machined and balanced, securely mounted on a stainless steel motor shaft, eliminating whip and vibration, thereby reducing the bearing load. A new and improved self-aligning shaft seal requires no adjustment.

CONVENTION DATES

Arkansas Retail Hardware & Implement Association, annual convention, Feb. 21-22, 1952. Headquarters, Hotel LaFayette, Little Rock, Ark. Secretary, J. Wayne Tisdale, 604 Rector Bldg., Little Rock, Arkansas.

Farm Equipment Dealers' Association of the Carolinas, annual convention, Feb. 10-12, 1952. Headquarters, Hotel Charlotte, Charlotte, N. C. Secretary, A. A. Chappel, 210 National Bank Bldg., Wilson, N. C.

Mar-Del-Va Farm Equipment Association, annual convention, Jan. 21-22, 1952. Headquarters, Lord Baltimore Hotel, Baltimore, Md. Secretary, C. A. Snavely, Baldwin, Md.

Mid-South Farm Equipment Association, annual convention, Jan. 15-16, 1952. Headquarters, Hotel Peabody, Memphis, Tenn. Secretary, Graham McDonald, Hotel Chisca Bldg., Memphis 1, Tenn.

Oklahoma Hardware & Implement Association, annual convention and show, Feb. 5-7, 1952. Headquarters, Municipal Auditorium, Oklahoma City, Okla. Secretary, F. N. Thomas, 711 Wright Bldg., Oklahoma City, Okla.

Texas Hardware & Implement Association, annual convention, Jan. 28-30, 1952. Headquarters, Baker Hotel, Dallas, Texas. Secretary, Ray M. Souder, 822 Texas Bank Bldg., Dallas 2, Texas.

Tri-State Hardware & Implement Association, annual convention, Feb. 10-12, 1952. Headquarters, Hotel Herring, Amarillo, Texas. Secretary, Marshall D. Shepherd, Box 660, Canyon, Texas.

Virginia Farm Equipment Association, annual convention, Jan. 8-10, 1952. Headquarters, John Marshall Hotel, Richmond, Va. Secretary, David L. Raine, 1800 W. Grace St., Richmond 4, Va.

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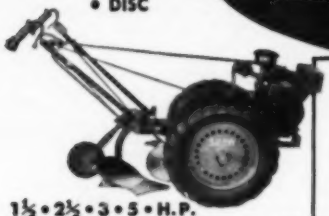
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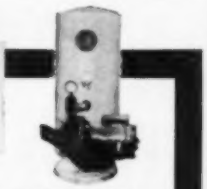
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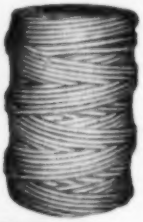


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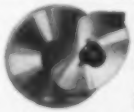
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. . . the original two-bladed coulter . . . 14 years on the market. Comes equipped with a 16", 17" or 18" coulter blade. Improved disc blade permits higher plowing speeds. Proved in plowing contests and by thousands of users.

The NEW LANTZ Model B Coulter



has several engineering refinements. It's lighter, but stronger; more easily installed and has greater adaptability to plows with limited clearance. Uses 16" and 17" blades. Exclusive . . . . . cross-over scissor action.

HOTTEST ITEM IN THE CHAIN SAW FIELD!



ONLY $265.

NEW WOODLOT 16" SAW

Also 4 HP and 7 HP Models ranging from 19" to 60"

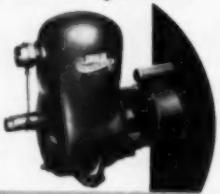
Write Dept. 6

LOMBARD, Ashland, Mass.

WATCH *this water system!*

It's going places . . . and you can get *your* extra profits by ordering today from your Goulds distributor.

Watch, too, for the big news about a special promotion designed for you — on these pages next month!



Goulds Pumps Inc.
Seneca Falls, N.Y.

GOULDS Balanced-Flow JET for Shallow Wells

GOULDS Water Systems

YOUR PERSONAL NEEDS . . .

. . . for information about the hardware business are met every month in the year in the pages of SOUTHERN HARDWARE.

For more than 34 years SOUTHERN HARDWARE has been a guide and friend to hardware men "down South". The magazine has been built on a program of service to readers that covers:

Window Display, Counter Display, Store Modernization, Customer Relations, Sales Promotion and Advertising, Inventory Control, Employee Relations, Service Departments, Credit Control, Accounting Procedures, Association Activities.

Plus, local news about friendly people and their activities in the Southern hardware trade . . . a feature that no other magazine has developed so fully. Each of these subjects is given special attention in its relation to the special needs and problems of Southern hardware men.

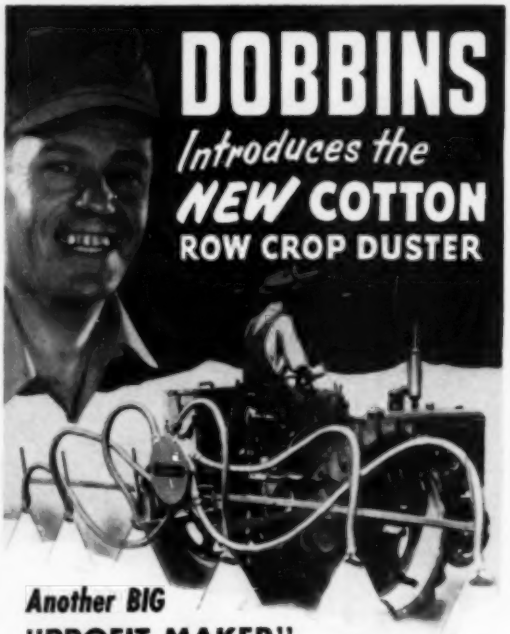
If you are not already a subscriber, send in your $1.00 today for a yearly subscription or $2.00 for three years.

SOUTHERN HARDWARE

806 Peachtree St., N.E. Atlanta 5, Georgia

DOBBINS

Introduces the ***NEW*** **COTTON ROW CROP DUSTER**



Another BIG

"PROFIT-MAKER"

FOR SOUTHERN FARM IMPLEMENT DEALERS

Now, you can cash in on DOBBINS New row crop dusters, ruggedly built for dependable, fast, effective COTTON and other row crop dusting . . . 4, 5 or 6 row models . . . large 60 lb. hopper . . . positive, accurate feed control . . . nozzles adjust vertically, horizontally . . . uniform discharge pattern from all nozzles . . . mounts on all popular tractors.

New DOBBINS

COTTON ROW CROP SPRAYER

No. 3032—two row rig
No. 3034—four row rig
No. 3036—six row rig
No. 3038—eight row rig



FAST SELLING row crop sprayer of proven effectiveness for seasonal COTTON spraying . . . adaptable to all row crop spraying . . . Sturdy, Dependable, Rugged . . . low gallonage . . . low pressure . . . complete spray coverage . . . fully adjustable . . . one, two or three nozzles per row.

MAIL THIS COUPON TODAY

DOBBINS MANUFACTURING CO.
Dept. No. 104, Elkhart, Indiana

Send information on Row Crop Sprayer and Duster and name of nearest DOBBINS distributor.

Name_____

Address_____

City_____ State_____

ur Customers SOLD
as SELLING THEM
the Goal of WISCONSIN ENGINE Advertising



These days, the armed services and your customers are specifying more Wisconsin Air-Cooled Engines than are coming off the assembly lines . . . more Wisconsins for Peace and Defense than ever before!

And, Wisconsin Engine advertising is also more extensive than ever, to keep your customers SOLD on "Wisconsin Power." These advertisements are working *now* to make your sales easier when increasing production again catches up to demand.

Such publications as Country Gentleman, Capper's Farmer, Farm Journal, Farm Quarterly, Successful Farming, Hoard's Dairyman, National Livestock Producer, Farm and Ranch, Southern Planter, Progressive Farmer and many state farm papers are carrying the Wisconsin story to over 12,000,000 subscribers.

Wherever farmers, dairymen, stockmen and fruit growers live throughout the United States and Canada, most of them *will read about* and *continue to be SOLD* on "Wisconsin Power."

If you are not already a Wisconsin dealer and are interested in handling a line that *is first choice*, write for details and ask for a copy of "Power Magic" describing all models . . . 4-cycle single-cylinder, 2-cylinder and V-type 4-cylinder types, 3 to 30 hp.

V-type 4 cylinder models, 15 to 30 hp.



WISCONSIN MOTOR CORPORATION

World's Largest Builders of Heavy-Duty Air-Cooled Engines

MILWAUKEE 46, WISCONSIN

a trend worth tying to:

MONEY-MAKING GRASS

Grass is becoming a *high value* crop, equal in many cases to grain in return per acre.

In the past ten years farmers' thinking about meadow crops has changed completely. You can remember when little attention was paid to hay quality. Yields were low. It was grown on the poor fields. Few farmers thought about nutritive value.

Now, under farmer-controlled planning in soil conservation districts, grassland farming has come of age. It includes proved seed varieties and special mixtures, fertilizer, better land devoted to grass, timely cutting, careful handling in curing and storage to save mineral-rich leaves.

Talk with the better farmers of your community. You will find their hay and pasture crops receiving skilled management, and bringing high returns. All this indicates a new appreciation of the value of *good* hay and of the machinery to handle it.

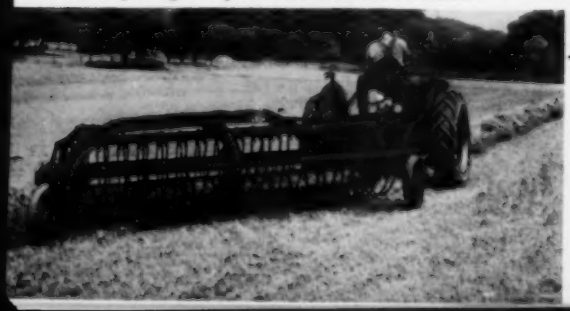
For Allis-Chalmers dealers it is a special opportunity. Their full line of outstanding hay and forage machines means a growing business along with the steady growth of soil conservation and grassland farming.

More and more farmers are choosing the ROTO-BALER because they want their own machinery for high-quality hay. They like smooth, roll-up compression which saves leaves and gives each rolled bale its own thatched roof.

ROTO-BALER is an Allis-Chalmers trade-mark.



Allis-Chalmers power-driven rake is engineered for tractor farming. Gear-shift reel enables the farmer to handle a heavy or light crop or to use the rake as a tedder.



Grass silage is on the increase and here is the machine to handle it. The 3-in-1 Forage Harvester also chops wilted hay for mow curing, dry hay, straw, and row crops.



$20 MIRRO-MATIC Display Stand FREE

of extra cost when you buy



Only 3½ sq. ft. of counter space!

This beautiful, permanent fixture effectively displays MIRRO-MATIC Pressure Pans and *contains a complete, convenient stock of MIRRO-MATIC replacement parts* in a deep, partitioned drawer that opens from either side of the unit! Here is a completely self-contained MIRRO-MATIC Pressure Pan *department*, that gives your counter space a retail value of *$24.51 per square foot!* Gracefully designed and strongly made of non-warping plywood in a soft, grey, natural-wood finish, this hard-selling display fixture will flag traffic, stimulate demand, and *make more money for YOU!*

Here's the deal TO INCREASE YOUR SALES AND PROFITS

DEAL No. 9A12302M

	Dealer Price	Retail*
1-8M Permanent Display Fixture ($20.00 value!)	FREE	
6-394M 4-qt. MIRRO-MATIC Pressure Pans	$ 49.20	$ 77.70
2-396M 6-qt. MIRRO-MATIC Pressure Pans	22.10	34.90
1-398M 8-qt. MIRRO-MATIC Pressure Pan	12.00	18.95
1-No. A9908-S Replacement Parts Kit	14.89	23.50
	$ 98.19	$155.05

YOUR PROFIT $56.86 PLUS $20.00 FIXTURE *FREE!*

Don't miss this Deal! Get in touch with your MIRRO Jobber *at once!* Shipments will be made in the order in which they are received . . . first come, first served!

*Prices slightly higher in West

MIRRO
THE FINEST ALUMINUM

Buy from your **MIRRO** Jobber

ALUMINUM GOODS MANUFACTURING COMPANY • MANITOWOC, WISCONSIN
FIFTH AVENUE BLDG., NEW YORK 10 MERCHANDISE MART, CHICAGO 54
WORLD'S LARGEST MANUFACTURER OF ALUMINUM COOKING UTENSILS



You helped light these candles

To all of you who sell **BOSS** cooking and heating appliances our sincere thanks on our 80th Anniversary.

The heart-warming glow produced by this event rivals the combined warmth produced by the millions of **BOSS** Stoves, Ranges, and Heaters you have sold through the years.

You may be sure that **BOSS** products will continue to reflect the confidence you display in helping to make **BOSS** the leader in kerosene cooking and heating appliances.

Thanks again!

Invitation

Visit Our High Point Display Rooms Nos. 47-48, 8th Floor.

Be sure to see the BOSS 80th Anniversary Line of Kerosene Stoves, Ranges and Room Heaters. You'll be glad you did!



THE HUENEFELD CO. Cincinnati 25, Ohio